





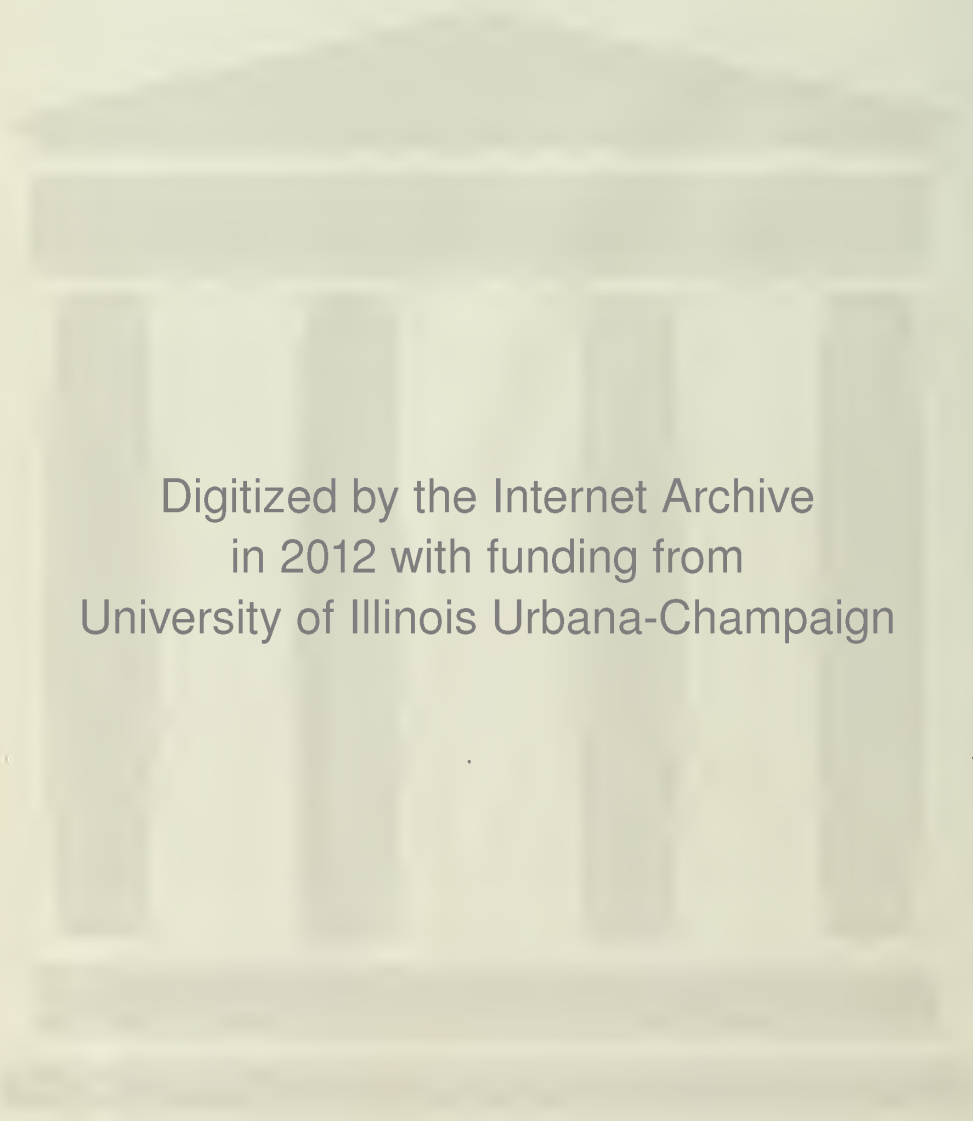
# ATCANTON EXPOSITION



1840



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# AMERICAN NEGRO EXPOSITION

1863

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CHICAGO COLISEUM-JULY 4 TO SEPT. 2  
OFFICIAL PROGRAM AND GUIDE BOOK •  
TWENTY-FIVE CENTS





*Portrait of a Perfect Host*

*by*

A N H E U S E R - B U S C H • S T . L O U I S

# DIAMOND JUBILEE

## of NEGRO PROGRESS

### 75 YEARS OF NEGRO ACHIEVEMENT

● This is the first real  
NEGRO WORLD'S FAIR  
in all history

THE LIBRARY OF THE

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#### United States Auxiliary Commission

U. S. Senator James M. Slattery, Congressman Arthur W. Mitchell, Dr. F. D. Patterson, President of Tuskegee Institute; Wilson Lambert, Continental Illinois Bank, Secretary and Treasurer of U. S. Commission.

#### Commission of the State of Illinois

Governor Henry Horner, Chairman; Civil Service Commissioner Wendell E. Green, Vice-Chairman; Rep. Charles J. Jenkins, Secretary; Sen. Nicholas Hubbard, Sen. A. L. Marovitz, Sen. W. A. Wallace, Sen. Arnold P. Benson, Sen. Earl Searcy, Rep. August C. Grebe, Rep. William J. Warfield, Rep. Louis G. Berman, Rep. Andy O'Neill, Dr. E. M. A. Chandler, Major R. A. Byrd, Rev. A. A. Crim, Dr. M. O. Bousfield.

#### Committee of the City of Chicago

Mayor Edward J. Kelly, Chairman; Sen. Harold G. Ward, Sen. John B. Geary, Ald. J. B. Bowler, Ald. William A. Rowan, Ald. George D. Kells, Ald. Earl B. Dickerson, Ald. B. A. Grant, Ald. Patrick S. Smith, Ald. Abraham Cohen, Oscar E. Hewitt, Commissioner of Public Works; Barnet Hodes, Corporation Counsel; Hon. W. A. Jackson, James B. McCahey, President of School Board, Hon. Charles Krutchkoff.

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William P. Harrison, Chairman; Rev. I. A. Thomas, Vice-Chairman; A. W. Williams, Secretary; L. L. Ferguson, Treasurer; James W. Washington, Claude A. Barnett, Rev. Joseph M. Evans, Henry C. Ferguson, A. N. Fields, Irene McCoy Gaines, Lucius C. Harper, Burton W. Lewis, Anthony Overton, B. U. Taylor, Jacob R. Tipper, Willard S. Townsend, Nannie Williams, Freda Cross, Richard R. Jones, R. R. Jackson, Rev. D. Z. Jackson.

This is the first real Negro World's Fair in all history and is being held in Chicago, most accessible metropolitan center and vacation land for all Americans.

Government departments and federal agencies are cooperating completely. Secretary of Agriculture Henry A. Wallace has ordered the FSA, AAA and U. S. Extension Service to prepare large exhibits. Administrator Paul McNutt of FSA present displays prepared by NYA, CCC, Social Security Board, Department of Education and Public Health Service. Under Administrator John Carmody of FWA, exhibits are shown for USHA, WPA and PWA while Secretary of Labor Frances Perkins has arranged for a labor exhibit flanked by a showing of women's and children's bureau activities.

Other agencies, such as the Julius Rosenwald Fund, General Education Board, Harmon Foundation and Negro schools, colleges, state departments of education, fraternities and sororities, national organizations and business institutions are giving full co-operation.

In addition, whole sections are devoted to religion, press, music, sports, stage, literature, art, science, industry, social sciences—in fact, every phase of activity in which the Negro has achieved.

The Exposition will promote racial understanding and good will; enlighten the world on the contributions of the Negro to civilization and make the Negro conscious of his dramatic progress since emancipation.

The Exposition produces amazing facts with complete proof to substantiate the black man's claim that he has made large and valuable contributions to both American and world history.

The Exposition portrays in graphic fashion, through diorama, mural and exhibit, the spectacular achievements of America's Tenth Citizen from his voyage to the New World with Columbus to his status in the nation in 1940.

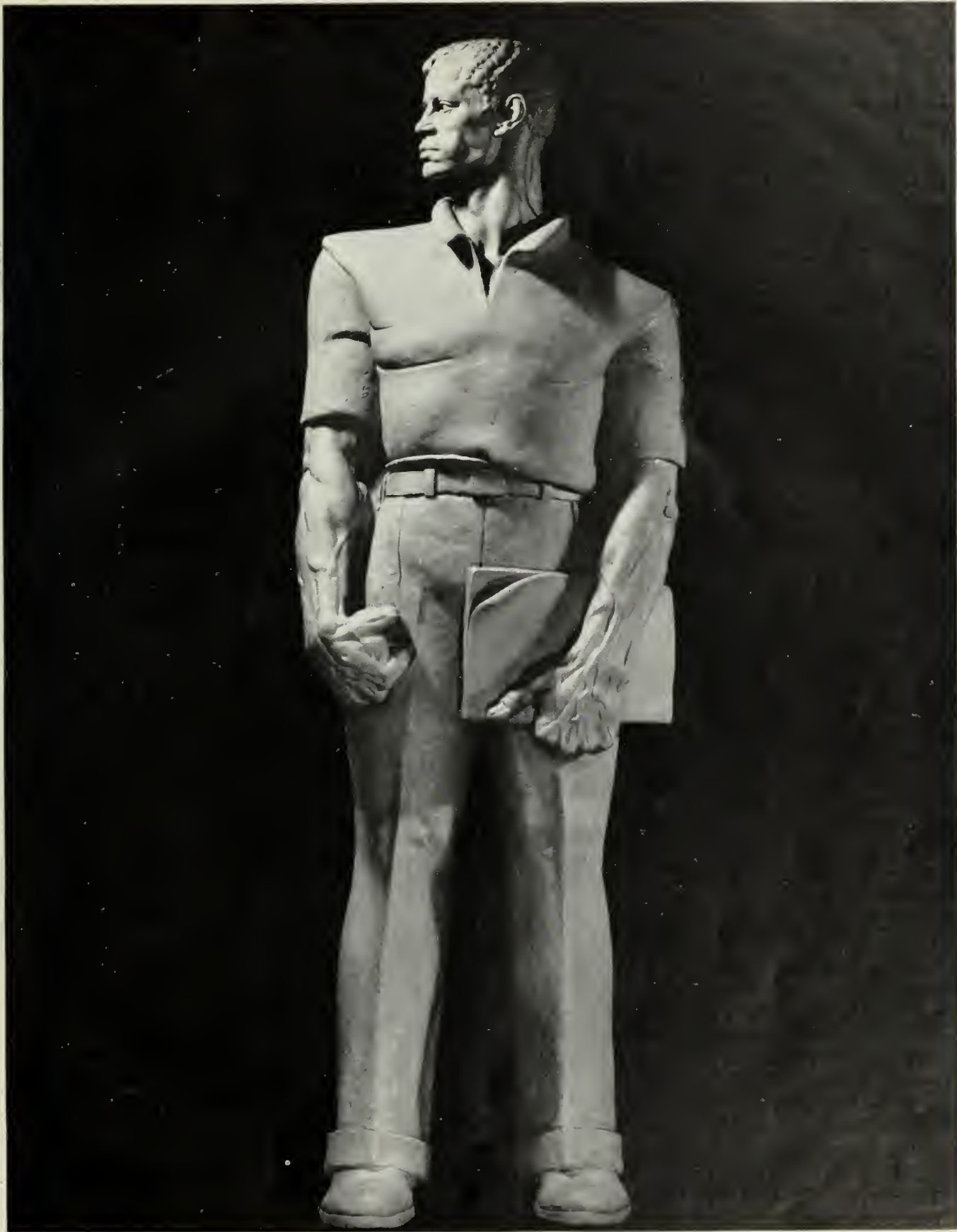


# Here Are **IMPORTANT SPECIAL DAYS** at **FAIR**

Thursday	July	4—Chicago Day—City Commission and Citizen's Committee cooperating
Friday	July	5—Women's Club Day—(All Federated Women's Clubs, Northern District)
Saturday	July	6—Illinois Manufacturers' Day
Sunday	July	7—Churches Day—Big choruses and gospel singing (Ministers' committee)
Monday	July	8—Athletic Day (Sports)
Tuesday	July	9
Wednesday	July	10—Mississippi Day
Thursday	July	11—Chicago Association of Commerce
Friday	July	12—Florida Day
Saturday	July	13—New York and New Jersey Day
Sunday	July	14—Churches Day—Big choruses and gospel singing. (Ministers' committee)
Monday	July	15—Tennessee Day
Tuesday	July	16—Kentucky Day
Wednesday	July	17—Louisiana Day
Thursday	July	18—Georgia Day
Friday	July	19—North and South Carolina Day
Saturday	July	20—Lincoln-Illinois Day (Governor's Day) All Illinois cities
Sunday	July	21—Churches Day—Big choruses and gospel singing. (Ministers' committee)
Monday	July	22—Virginia and West Virginia Day
Tuesday	July	23—Booker T. Washington-Tuskegee (Alabama Day)
Wednesday	July	24—Veterans' Day (All veterans' organizations, including War Mothers)
Thursday	July	25—Professional Men and Women's Day (All professional and business clubs)
Friday	July	26—Missouri Day (St. Louis)
Saturday	July	27—Public School Children's Day
Sunday	July	28—Churches Day—Big choruses and gospel singing. (Ministers' committee)
Monday	July	29—Indiana Day (All Indiana cities)
Tuesday	July	30—Wisconsin Day (Milwaukee)
Wednesday	July	31—Ohio Day (Wilberforce)
Thursday	August	1—Oklahoma Day
Friday	August	2—Pennsylvania Day—CCC Day
Saturday	August	3—Michigan Day (Detroit)
Sunday	August	4—Churches Day—Big choruses and gospel singing. (Ministers' committee)
Monday	August	5—Kansas Day
Tuesday	August	6—American Woodmen Day
Wednesday	August	7—Grand United Order of Odd Fellows Day
Thursday	August	8—(Reserved)
Friday	August	9—(Reserved)
Saturday	August	10—Boy and Girl Scouts Day
Sunday	August	11—Churches Day—Big choruses and gospel singing. (Ministers' committee)
Monday	August	12—Knights of Pythias Day (all branches)
Tuesday	August	13—African-Pan American Day and A.U.K. and D. & A.
Wednesday	August	14—Artists' Day
Thursday	August	15—Fisk University Day
Friday	August	16—Ohio Day
Saturday	August	17—Miss Bronze America Day
Sunday	August	18—Churches Day—Big choruses and gospel singing. (Ministers' committee)
Monday	August	19—Mason's Day (all branches)
Tuesday	August	20—Royal Circle of Friends Day (Convention)
Wednesday	August	21—Old Settlers' Day and Du Sable Day
Thursday	August	22—Y.M.C.A. and Y.W.C.A. Day
Friday	August	23—Urban League and N.A.A.C.P. Day
Saturday	August	24—Postal Alliance Day (all post office)
Sunday	August	25—Churches Day—Big choruses and gospel singing. (Ministers' committee)
Monday	August	26—Arkansas Day
Tuesday	August	27—Texas-Oklahoma Day (4-H clubs)
Wednesday	August	28—Aviation Day
Thursday	August	29—Chicago Clubs' Day (all civic and social clubs)
Friday	August	30—Military Day
Saturday	August	31—Elks' Day and Technical Day (Technicians)
Sunday	September	1—Churches Day—Big choruses and gospel singing. (Ministers' committee)
Monday	September	2—Labor Day



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### DETERMINATION

This heroic figure depicting the determination for progress of the Negro race which stands in the Court of Dioramas, was created by Edgardo Simone. This great Chicago sculptor has had his works in the Chicago World's Fair, the Hall of Fame and many other places in America and abroad. He has been decorated by the United States Government, by the Queen of Italy and the King of Spain, and other governments.

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(From STX)

# A Message to the American Negro Exposition

By United States Senator  
James M. Slattery of Illinois

Mr. Chairman, Honored Guests, Fellow Americans:

We are met to bear witness to the progress of civilization.

In this American Negro Exposition, which we today are dedicating to peace and understanding, we are celebrating one of the real achievements of American history. The story that is told in this Exposition—in the paintings and dioramas about this hall, in the marvelous exhibits of Negro arts and crafts, and above all, in the faces of the earnest men and women gathered here—is a reassurance of Christian progress that is sorely needed in these days when some of us, beholding events on other continents, are wondering if our civilization has been in vain.

This is truly an age of speed and lightning change. Our older citizens, in the space of their lifetimes, have seen marvels of science, such as the automobile, the electric light, the radio, and the airplane, revolutionize our entire way of living. They have seen this nation push onward its frontiers, until the agricultural America of the sixties has been transformed into the mighty industrial and commercial world power of the United States of today. They have seen tremendous achievements in the arts and in letters, and monumental social strides that have advanced the common man.

They have seen also a brave race, freed from bondage seventy-five years ago, conquer ignorance, poverty and prejudice, multiply in the face of adversity, and climb steadily upward until it has reached full stature in the economic, political and cultural life of our American Democracy. None of the American miracles of our day offers stronger proof of the essential rightness of our American system than the progress of the American Negro which is celebrated and exemplified in this Exposition.

Every American thrills with pride at the story of Negro progress which is told so graphically in these paintings and dioramas that contrast the plight of the slaves of the last century with the Negro's position in, and his contributions to, our complex life today. And when we consider that the blood of those simple slaves, under the blessing of freedom, has produced not only the physical perfection

of our great Negro champions, but the individual genius of Booker T. Washington, of Dr. George Washington Carver, of Marian Anderson, and of scores of other famous Americans, we realize that



U. S. SENATOR JAMES M. SLATTERY

truly a Divine Providence shapes our Destiny.

It is most fitting that this American miracle should be celebrated with a great Exposition at this time when the children of the slaves, born at the glorious moment of emancipation, are now in their declining years. It is most fitting that the government of the United States should participate in this Exposition and support it liberally with Federal funds.

I count it a high personal honor to stand here by appointment of the best friend of the American Negro since Abraham Lincoln, President Franklin D. Roosevelt, and to work alongside those distinguished Americans, Dr. Patterson of Tuskegee, and your own Congressman Mitchell, on the Commis-





**PRESIDENT FRANKLIN D. ROOSEVELT,**  
Who Appointed the United States Commission

sion representing the United States Government in this splendid enterprise.

It is proper, too, that the Exposition should be located in Illinois, the home of Abraham Lincoln who started the American Negro on his march of progress, and in the city of Chicago where that march has reached perhaps its broadest advance. For I say to our visitors from other cities and other states, you will not find the whole story of Negro progress within the walls of this Coliseum.

You will find it in our Negro business houses, our Negro newspapers, our Negro insurance companies, our Negro churches, and our Negro homes. You will find it in our Negro representation in the City Council of Chicago, in the Board of Commissioners of Cook County, in the General Assembly of Illinois, in the Congress of the United States, and on our Federal bench.

And may I pause here to pay tribute to my good friend, Judge Herman Moore of the United States District Court of the Virgin Islands, whose nomination for that office it was my privilege to suggest to President Roosevelt. I trust that Judge Moore will be here during the course of this great Fair. For I feel that any exposition of the progress of his race would be incomplete without him.

It is fitting, too, that we should be gathered here on the Fourth of July, the birthday of freedom of all Americans. The liberties which were proclaimed to the world as the right of Americans 164 years ago today take on a new significance in this year 1940, when elsewhere in the world freedom seems about to perish from the earth.

In this hour we need for all Americans the intense patriotic devotion of the American Negro. Some of us are too far removed from the serfdom of our ancestors to appreciate fully our American heritage. We need the unwavering loyalty of the Negroes who fought beside us in four wars before and after slavery—with Jackson in the defense against the British invaders of Georgia, on a hundred bloody fields of the War between the States, with Theodore Roosevelt at San Juan hill, and under Pershing on the battlefields of France.

In the hour of peril the American Negro has never failed his country. He will not fail it now.

America hates war and loves peace. And we shall constantly seek peace in the troubled days ahead. But we shall be, in the words of the spiritual, "travelling in a most unfriendly world."

For that journey we must be prepared. We have embarked on a great program of national defense. We have appropriated billions of dollars for ships and guns and airplanes in the hope that in strength there may be peace—lasting and honorable peace.

But dollars alone will not complete that program. It calls for men. Men to take their places in our armed forces that they may be trained for service on land, on sea, and in the air. Men to sweat and toil in the building of our ships, the forging of our guns, and the construction of our roads and our fortifications.

In that service the American Negro will add another chapter to his glorious history. You may spell Afro-American with a hyphen if you will; but there is no hyphen in the Negro's allegiance to America.



**DR. F. D. PATTERSON,** President of Tuskegee Institute





**GOVERNOR HENRY HORNER OF ILLINOIS,**  
Chairman of the Commission of the State of Illinois



**MAYOR EDWARD J. KELLY OF CHICAGO,**  
Chairman of the Committee of the City of Chicago



**Cong. Arthur W. Mitchell**

This is truly a wonderful Exposition. I know that the Negroes of America who make the pilgrimage to Chicago this summer will be exalted with racial pride. Yet, as one who has seen it closely before its public opening, I can say it has a message for all Americans. I hope that in the weeks to come, millions of Americans, regardless of color, will come here and get that message.

To find words to express that message, I go back forty-seven years, to an address delivered at the opening of another great Exposition, the Cotton States and International Exposition at Atlanta, Georgia, September 18, 1893.

I refer, of course, to the historic oration on that occasion by Booker T. Washington. That speech, which marked the first time Dr. Washington spoke to an audience representing the wealth and culture of the South as well as the leaders of his own race, has survived as one of the greatest examples of public speaking in American literature.

You will recall that Dr. Washington told the story of the disabled ship, which had drifted for many days in the South Atlantic, and which finally sighted a friendly vessel. The frantic captain ran up a signal on his masthead which said in the language of the sea: "Water, Water; for we die of thirst." And the other ship ran up its signal which said:

"Cast down your bucket where you are."

The signals were repeated several times and finally the doubting captain obeyed the admonition, and drew up from the ocean, pure, fresh, water; for he was at the mouth of the mighty Amazon River.

And Dr. Washington turned to the great business leaders of the South, who were seeking help in the era of industrial expansion then opening, told them to look to the eight million Southern Negroes, and said:

"Cast down your bucket where you are."

And so, today, to America which seeks men of fresh courage, men used to heavy labor and to winning against heavy odds, men deeply devoted to God and to our American heritage of freedom, I say to America:

Come here to this American Negro Exposition, hear its message, and

"Cast down your bucket where you are."

I thank you.



# Leaders of Both Races on Fair Roster

## ● Exposition is result of five years work

Leaders of both races have worked together with flawless cooperation in insuring the success of this exposition, the first Negro World's Fair ever held.

For five years, the best Negro minds in the country have met together, planned, created, designed—till today the exposition stands as a thing of beauty and culture, a true and understandable picture of the achievements of the race.

President Franklin D. Roosevelt himself selected the United States Auxiliary Commission to represent him and the nation as a whole: U. S. Senator James M. Slattery, Congressman Arthur W. Mitchell, Dr. F. D. Patterson, president of Tuskegee Institute, and Wilson Lambert, Continental Illinois Bank, secretary and treasurer of the U. S. Commission.

Management is in the hands of the Exposition authority. James W. Washington, who conceived the idea four years ago and was successful in getting legislation introduced and passed in the Illinois general assembly a year ago, appropriating \$75,000 in state funds for the event, is president. Truman K. Gibson, Jr., prominent young attorney, is executive director with A. W. Williams, president of the Unity Mutual Insurance Company, secretary-treasurer. Other members of the authority are L. L. Ferguson, general manager of the Jackson Funeral system; Robert Bishop, assistant to Governor Horner of Illinois and Claude Barnett, director of the Associated Negro Press.

Governor Horner heads a state commission as chairman. Vice chairman is Civil Service Commissioner Wendell E. Green of Chicago, with Rep. William J. Warfield as secretary. Other members are Rep. Charles J. Jenkins of Chicago, State Senators Nicholas Hubbard, A. L. Marovitz, W. A. Wallace, Arnold P. Benson and Earl Searcy along with Reps. August C. Greve, Louis G. Berman and Andy O'Neill, with the following appointed by the governor: Dr. E. M. A. Chandler, Major R. A. Byrd, the Rev. A. A. Crim and Dr. M. O. Bousfield.

Also showing personal interest in the exposition is Mayor Edward J. Kelly of Chicago, chairman of



**TRUMAN K. GIBSON, Jr.**

*brilliant young Chicago attorney, who is executive director of the mammoth American Negro Exposition. Despite his youth, Mr. Gibson has already attained an enviable reputation as a competent executive which influenced the Illinois State Commission for the Exposition, headed by Gov. Henry Horner, to select him as head of the coming nationwide celebration. A graduate of the University of Chicago law school, at 29 Mr. Gibson is also a member of the board of trustees of Provident hospital, a member of the board of directors of Supreme Liberty Life Insurance Company, and secretary of the Southside Hospital plan.*

a special city committee composed of Senators H. G. Ward and John B. Geary; Aldermen J. B. Bowler, William A. Rowan, George D. Kells, Earl B. Dickerson, B. A. Grant, Patrick S. Smith and Abraham Cohen, along with James B. McCahey, president of the board of education; Oscar E. Hewitt, Barnet Hodes, W. A. Jackson and Charles Krutchoff.

The board of directors is composed of William P.



Harrison, chairman; James W. Washington, A. W. Williams, L. L. Ferguson, Claude Barnett, the Rev. Joseph M. Evans, Atty. Henry C. Ferguson, A. N. Fields, Mrs. Irene McCoy Gaines, Lucius C. Harper, Burton W. Lewis, Anthony Overton, the Rev. B. U. Taylor, the Rev. L. A. Thomas, Jacob Tipper, Willard S. Townsend, Mrs. Nannie Williams, Major R. R. Jackson, Madam Freda Cross, Richard Jones, and Rev. D. Z. Jackson.

#### How Exposition Was Born

The United Cooperative League of America, Inc., was organized in Chicago, Ill., December, 1934, with James W. Washington as president; Dr. Marcus H. Bennett, a native of Kansas, served as the first secretary from 1934 to 1936. Mrs. Minniebelle Derrick, deceased, was secretary from 1936 to the time of her death, September, 1938. Korressa Alston Fox has served as corresponding secretary and assistant manager to the founder, James W. Washington, for ten years. Attorney Henry Hammond was legal advisor.

#### Early Location

The first location of the League's offices was 55 East Garfield boulevard; office was later moved to

Franklin Bank building, 3451 South Michigan avenue for two years and occupied a suite of three rooms; in 1937 the League moved to 366 East 47th street and shared quarters with the Derrick Business school and John Coleman, a bondsman.

After the death of Mrs. Derrick, the League's offices moved to the residence of Mr. and Mrs. C. R. Songer, 5317 South Wabash avenue, to carry on their activities until the commissioners were appointed by Governor Henry Horner; they passed upon our present headquarters at the Appomattox club, 3632 South Parkway, as the Administration Building of the American Negro Exposition, for which rent has been paid for the period up to and including January to September, 1940, out of the funds appropriated by the State of Illinois.

The United Cooperative League of America, Inc., brought into being the Afro-American Emancipation Exposition, Inc., through whom the State of Illinois made the appropriation of \$75,160.

The founder, James W. Washington, has traveled by train, bus and automobile 135,000 miles in the interest of the Exposition. He secured the rental of the Coliseum for \$22,500 about one year and

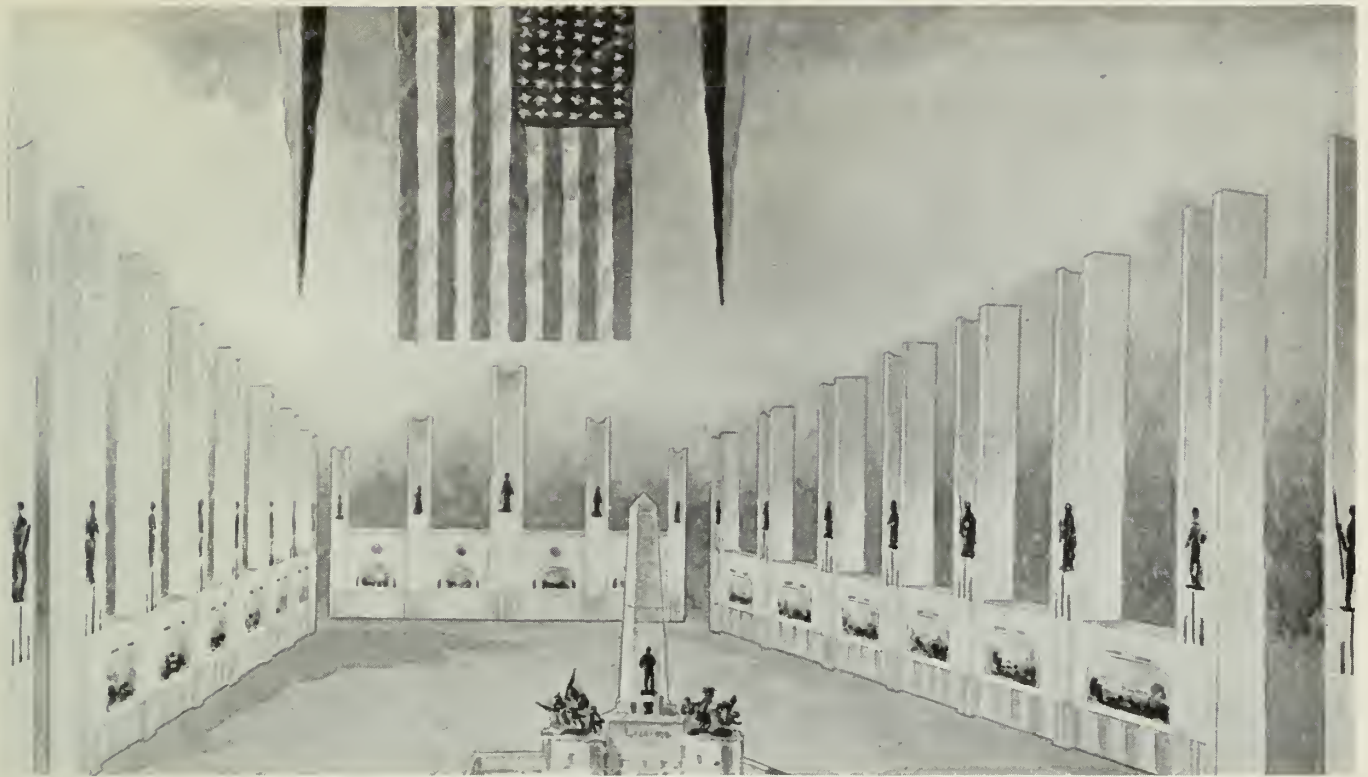
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#### THEY HEAD RELIGIOUS ACTIVITIES AT CHICAGO EXPOSITION

Denominational lines have been forgotten as outstanding ministers of all faiths banded together to assemble the Religious Exhibit and arrange for each Sunday's program at the American Negro Exposition. Officers and committee chairmen, shown in the above picture, are, seated, left to right, Rev. R. Thomas, second vice president; Bishop James A. Bray, first vice president; Dr. L. K. Williams, general chairman; Rev. A. Alfred Watts, secretary; Rev. S. H. Sweeney, first assistant secretary; Rev. J. H. L. Smith, second assistant secretary. Standing, left to right, are, Revs. U. S. Robinson, Sunday programs; J. C. Austin, publicity; W. L. Liddell, music; T. E. Brown, pageant; W. T. Bock, representing J. W. Eichelberger, corresponding secretary; W. R. Jackson, finance; A. Wayman Ward, research; Joseph Evans, third vice president; H. L. Cavers, fourth vice president, and Julia H. Smith, religious education.





THE COURT OF DIORAMAS

# DIORAMAS

## AND THE EXHIBIT OF THE STATE OF ILLINOIS

### ● The history of the Negro illustrated in three dimensions

At the central entrance to the Exposition is the Court of Dioramas, spectacularly beautiful, historically important.

Thirty-three dioramas in all illustrate the Negro's large and valuable contributions to the progress of America and the world. In the center of the court is a replica of the Lincoln Memorial which, like the dioramas, was produced by negroes under the personal direction of Erik Lindgren, Illinois State Director of Exhibits.

These dioramas are acclaimed by all who have seen them as the finest examples of this branch of the fine arts ever created.

Mr. Lindgren, born in Stockholm, Sweden, and educated at a Swedish University, held commissions in both the Swedish and Finnish Armies, and saw service in the war between Finland and Russia. A champion athlete and an expert in skiing he served in the capacity as a ski instructor in the service of both the aforementioned armies.

Twenty-five years ago while visiting his father

on the German-Swiss border, he became interested in the art of creating dioramas and, under the tute-

lage of a famous Swiss builder, he was taught a method of erection of the diorama which permitted even an unskilled mechanic to produce them.

After graduation from the Art Institute in Chicago, Mr. Lindgren became engaged in the production of dioramas and over the past fifteen years, examples of his art have been exhibited throughout America and many foreign countries.



ERIK LINDGREN,  
State Director of Exhibits

He constructed the dioramas for the Century of Progress, and both of the expositions now in progress in New York and San Francisco.

It can be stated without reservation that he is the world's outstanding authority and designer of the diorama art.



AFRICAN SMELTING—No. 4

## Dioramas and Descriptions

### 1. City of Kharnak, Building Temple.

The temple at Kharnak—a monument to the genius of forgotten artisans and builders who created the glory that once was Africa.

### 2. Building the Sphinx.

The mystery of time and change and man's inhumanity to man must have puzzled the dark, thoughtful men who shaped the Sphinx.

### 3. Ethiopians Using First Wheel.

That many uses of the wheel were known to the early Ethiopians—if not, indeed, discovered by them—is indicated by their novel means of drawing irrigation water.

### 4. Africans Smelting.

Glimpses of the dim age in which Africa gave the world its first smelted iron still shine in tribal scenes like this one.

### 5. Slave Trade in Africa.

The saga of the American Negro, "the black thread which has run through our destiny," begins with a transaction between Arabs and privateers on a sandy African beach.

### 6. First Slaves in Virginia.

To the Virginia coast came "a Dutch man of Warre who sold us twenty Negars."

### 7. Pietro Alonzo, Pilot of San Maria.

Pietro Alonzo, il Negro, captain of the "Niña."

It was not always as a slave that the black man played his rôle in the American epic.

### 8. Estevanico in Arizona, 1532.

In the "Journal of Cabeva de Vaca" Estevanico is credited with the discovery of the Zuni Indians and New Mexico, 1532.

### 9. Crispus Attucks, First Martyrs.

"This was the declaration of war. . . . The English-speaking world will never forget the noble daring, the excusable rashness of (Crispus) Attucks in the holy cause of liberty."—John Adams.

### 10. Large Cotton Plantation—Slavery Period.

Despite a bitter Civil War and the consequent blow to plantation economy of the South, King Cotton keeps his throne—as millions of Negroes know.

### 11. Matt Henson at North Pole.

With Peary in 1909 went Matt Henson, Negro, in the search for the North Pole.

### 12. Drawing Water for Irrigation.

In some cases the green hills of Africa are green because of irrigation. Device often used for truck gardening was the calabash.

### 13. The 10th Cavalry at San Juan Hill (1898).

One feature of the Negro's Americanization is his ready participation in the wars of his country. The assault on San Juan Hill, 1898, is an instance.





FIRST SLAVES IN VIRGINIA—No. 6

14. **Georgia Slaves Defending Plantation Against British Soldiers (1779).**

“There was skirmishing on Mr. McGillivray’s plantation between Negroes and rebels, and the latter were driven into the woods.—Royal Georgia Gazette, November 18, 1779.

15. **Isaac Murphy, King of Jockeys.**

Almost gone from the American scene are the colorful, jewel-studded Negro jockeys of the past generation. But, Isaac Murphy, most brilliant of them all, is no sundown name.

16. **World War: I.**

First American Negroes decorated for bravery in France during the World War.

17. **Boy Scouts.**

“I, too, sing America.  
I am the darker brother.”

18. **Gold Rush.**

The epic movement of Americans to the West in the middle of the last century included many Negroes.

19. **Modern Building; Port Au Prince.**

Haittian progress—as exemplified by the Agricultural College—is followed with warm interest by their cousins in the U. S.

20. **Beginning of Negro Business.**

Negro business, unashamed of its humble beginnings, points with pride to steady, determined growth and improvement.

21. **Construction of the First White House.**

So pleased was Thomas Jefferson with the abilities of Benjamin Banneker that he secured for him a place on the Commission that surveyed and laid out the city of Washington, D. C.

22. **Reconstruction.**

Included among the “hard trials” of the familiar Spiritual, is the housing problem. Long accustomed to taking over abandoned white dwellings, the Negro finds not even these available.

23. **In the House of the Master.**

Slavery destroyed household gods, severed the bonds of home and forced the uprooted peoples of Africa to forget memories of their homeland.



FIRST MARTYRS





RECONSTRUCTION AFTER THE CIVIL WAR—No. 22

24. **Broken Bonds.**

The throngs of Negro families who followed Sherman's advancing army made a tragic picture—a picture of the disorganization which came as a result of the dissolution of the plantation system.

25. **In the House of the Mother.**

A refuge from a hostile world was provided in the family circle of kinsmen and orphans under the guardianship of mother or grandmother.

26. **In the House of the Father.**

Upon the pioneer efforts of the freed men who first accepted the challenge of manhood responsibilities were built the family, the church, the school, and industry.

27. **In the City of Destruction.**

To man the mills and factories of northern industry, a million black folk fled from feudal America to modern civilization. In the city many simple folkways of the South were lost.

28. **In the City of Rebirth.**

For black men and women the travail of civilization is not ended. Color caste is dissolving. Black workers are helping to build a new America.

29. **Baptism of the Ethiopians.**

30. **Esquire Cartoon.**

By the famous race cartoonist Simms Campbell.

31. **Philip and the Ethiopians.**

32. **The Warm Springs Negro School.**

The old Warm Springs, Georgia, Negro School.

33. **New Negro School.**

The new Eleanore Roosevelt School, in Warm Springs, built in 1936. This is the last school to be built through aid of the Julius Rosenwald fund.

## LINCOLN EXHIBIT

The Illinois State booth continues the exhibit of dioramas with a special study of Lincoln, the Emancipator. Outstanding in their attention to minute detail are the Lincoln-Berry Store and the Rutledge Tavern:

### The Lincoln-Berry Store

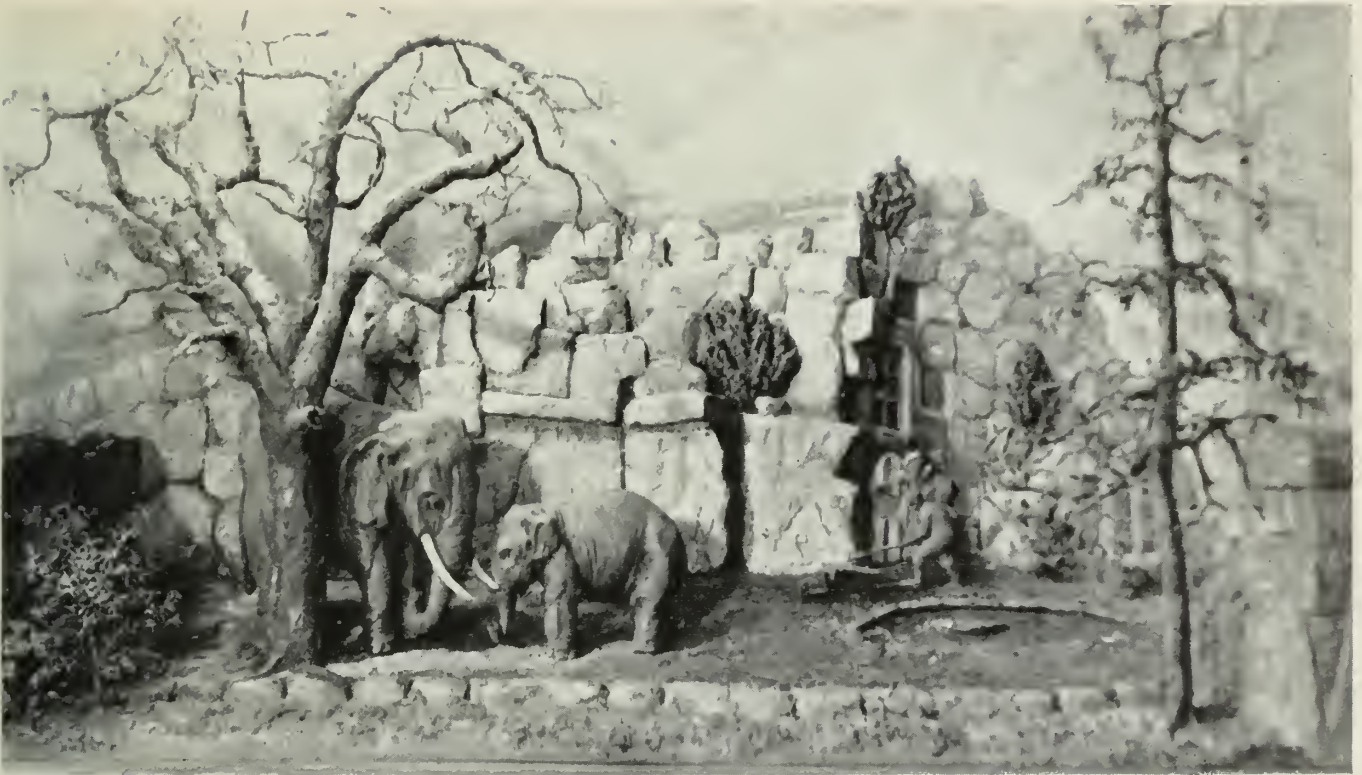
The Lincoln-Berry Store, in miniature, is an exact copy of the store in New Salem. The details in the store have been faithfully copied from the originals.

A staff of artists spent two days studying the interior, making sketches, notes, and taking photographs of the building.

The little bedroom behind the store is exactly as it is in the store today, that is the color of the quilt, the tables, and other details which have been copied from the premises. All bottles, hay forks, plows, and barrels are constructed in scale with the building and are correct in every detail.

This particular model should be of great interest





**BROOKFIELD ZOO**

to students of the great Abraham Lincoln, as it shows the surroundings in which he worked as a young man.

#### **The Rutledge Tavern**

Of all the buildings in New Salem, the Rutledge Tavern has perhaps the most sentimental value to

the American people, because this building was the home of Ann Rutledge.

This little model is an exact replica of the tavern as it stands in New Salem today.

Lincoln occupied the room upstairs when he first became a citizen of the little village, New Salem.



**THE LINCOLN-BERRY STORE**





ARTIST SCOTT AT WORK

# MURALS

## 75 YEARS OF PROGRESS

### ● Theme of the Exposition

Surrounding the general exhibition hall and the Court of Dioramas are the murals that carry the theme of this exposition, the first Negro World's Fair ever held.

The murals on display, which depict important scenes of events of the Negroes during the past 75 years, are the works of the internationally famous painter W. E. Scott. Mr. Scott's paintings have been exhibited in many of the outstanding galleries throughout the world and the Exposition Authority feel they were most fortunate in obtaining the services of this master of the brush and palette.

The titles of the murals on display and brief descriptions are:

#### THE DEBATE.

This scene depicts the proposed debate between Frederick Douglas and Stephen A. Douglas, the latter failed to appear and a local Judge substituted for him. After the debate, which was eas-

ily won by Frederick Douglas, the townspeople threw the Judge through the window.



#### William Edouard Scott

—worked three years under the direction of H. O. Tanner in Paris after previous training at the Chicago Art Institute and the Julian Academy in Paris. He has exhibited at all the larger galleries in the United States as well as in Paris salons and the Royal Academy of London. His pictures are owned by the governments of several foreign countries, and over 200 state capitols, hospitals and churches display his murals permanently. He is listed in *Who's Who in America*, *Who's Who in Chicago*, and *Who's Who in American Art*.

#### ENTERTAINING ROYALTY.

Portrays the Fisk University Jubilee Singers before the late Queen Victoria.

#### MUSIC AT LINCOLN SHRINE.

Marion Anderson portrayed singing the Star Spangled Banner at Lincoln Memorial.





**INTERRUPTION. (Above)**

Portrays the Negro after the Civil War attempting to educate himself with books, and being interrupted by the Ku Klux Klan riders.

**ONE WAY OUT.**

Scene depicts Booker T. Washington, Julius Ros-enwald and the great scientist George W. Carver.

**ATHLETICS (2 Murals on Sports).**

(A) Portrays Joe Lewis, Henry Armstrong, and Jack Blackburn.

(B) Shows the finish of an Olympic Games track event portraying Ralph Metcalfe and Jesse Owens.

**OLD CHURCH.**



**ONE WAY OUT**





**HAITI. (Above)**

Portrays Cristoff the slave, who made himself King, building the Citadel, often considered the 8th Wonder of the World.

**LOCAL HAITTIAN COLOR.**

Portraying a wayside restaurant, with the tortillas baking and the peasant woman looking on.

**NEGRO CONGRESSMAN.**

The first seven Negro Congressmen immediately following the Civil War.

**AID TO ETHIOPIA.**

Scene portrays Colonel Robinson with Hallie Selassie in Ethiopia.

**DuSABLE TRADING WITH THE INDIANS.**







**THANKS FOR FREEDOM. (Above)**

A group of Negroes thanking President Abraham Lincoln, the great emancipator, for obtaining their freedom.

**THE SHARECROPPER.**

This scene depicts the poverty of the share-cropper.

**NEW CHURCH.**

Portraying the modern church of today.

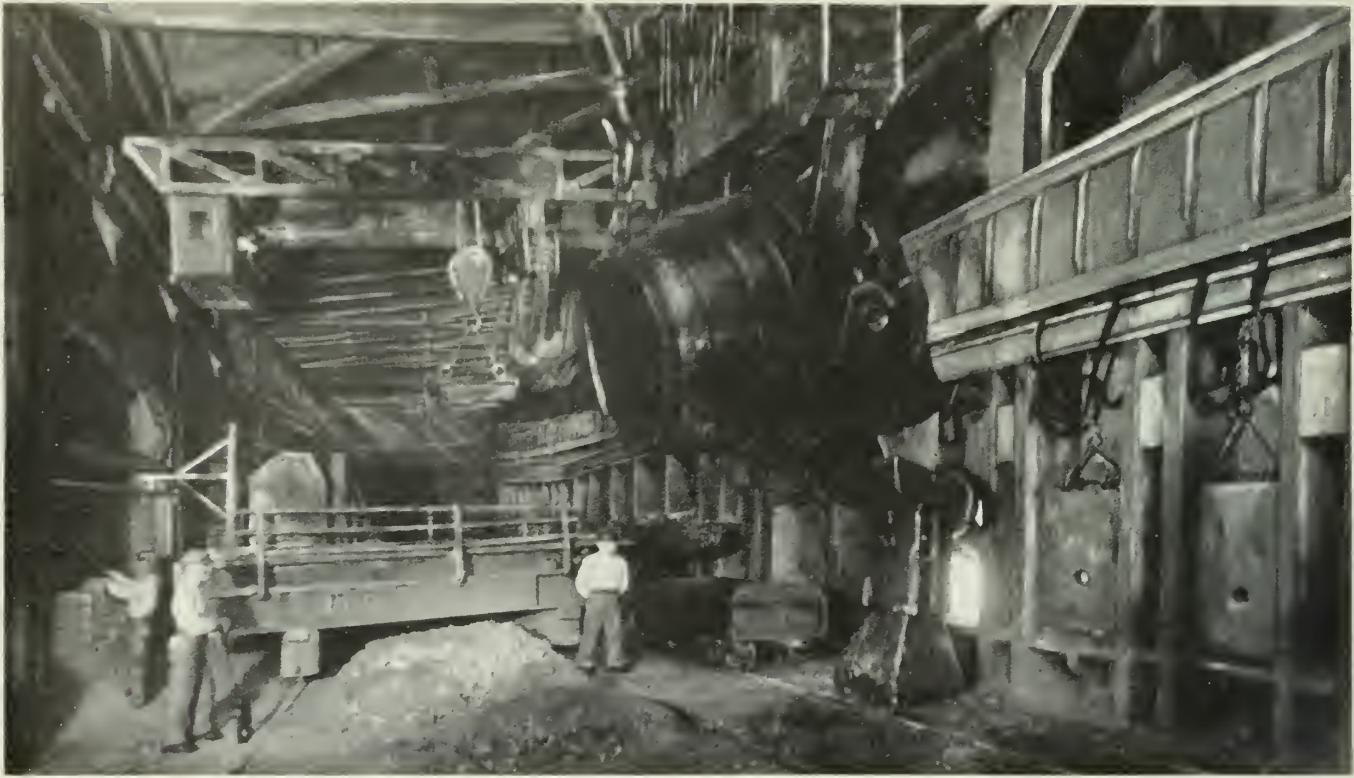
**WAR SCENES (Group of 4 Murals).**

- (A) World's War.
- (B) Ben Davis Graduates From West Point.
- (C) Shaw's Black Regiment.
- (D) Lewis & Clark's Expedition with York.



**THE DEBATE**





STEEL MILL DIORAMA—DEPT. OF LABOR

# GENERAL EXHIBITS

CULTURAL . . . INDUSTRIAL . . . SCIENTIFIC

*In the main hall of the Exposition are dozens of spectacular exhibitions, booths and displays by governmental and private agencies. Their scope of interest is broad, as broad as the scope of Negro influence on American and world civilization.*

## ● UNITED STATES DEPARTMENT OF LABOR

The specially prepared exhibit on industrial safety of the United States Department of Labor contains two central, modeled dioramas, and four large painted panels. The complete unit is framed in realistic simulated steel beams which, unless tapped by the visitor, seem to be actual I-beams made of steel. The primary aim of the exhibit is to explain the safety problems of the foundry industry, but artistic factors have not been subordinated, and the exhibit is strikingly arranged.

As part of the safety campaign going on throughout the country, the Labor Department has constructed displays to explain forcefully to the general public, methods used to solve safety problems in some of our largest industries. This exhibit portrays specifically the foundry industry.

The safety lesson is built around two dioramas. The first diorama shows a foundry with deplorable conditions, lacking safety devices and standards,

and overrun with all the dirt and debris that a foundry can accumulate. The second, contrasting diorama has been constructed to show the same foundry so improved as to make possible safe working conditions for employes. This second diorama shows a foundry with the accident hazards removed and modern improvements installed.

These foundry models are exact in every detail. They were constructed with the advice of foundry experts; they portray a change that has repeatedly occurred in foundry after foundry throughout the country. Both dioramas are skillfully constructed on a third dimensional scale so that they give the impression to the observer that he is looking at, or is actually in a real plant.

The exhibits were built by carefully gluing board on board, piece on piece, to form the walls, columns, roofs, and trusses of these model buildings. Then came the detail work, the sculpturing of the figures, the construction of the molds, the pouring buckets, the railway, the crane, and innumerable other details.

The foundry with a lack of safety standards contains piles of dirt and slag in exactly those places where they would be found in a poorly run foundry; spraying bars and debris are shown in those spots

where such hazards tend to accumulate under mismanagement. The details in this unit indicate concretely that such foundries operate under a severe hazard handicap. A typical detail shown is an overturned bucket spilling water; which creates a serious explosion hazard in the event that a drop of molten metal were to strike the spilled water.

The second diorama is a display of the same building constructed in the same fashion with similar fundamental equipment and an identical number of workers employed. However, instead of dirt and debris, there is good housekeeping, control and order. The floor is clean, dry sand; in place of scattered tools and equipment in dangerous positions, each unit is neat and orderly. Instead of fumes, gases, and dust in the plant, there is clean air created by a ventilating plant shown in operation. The workers in this model are dressed in suitable clothes, heavy trousers, and safety shoes. The contrast is carried out in every respect. Danger, waste and slothfulness are replaced by safety, economy and neatness.

The background of the exhibits consists of four large murals which enlarge on the theme of the diorama models, and portray interestingly groups of dangerous occupations. In the center of the exhibit is an explanatory panel with the legend:

A FACTORY FORMULA  
GOOD HOUSEKEEPING plus  
SAFE WORK METHODS  
plus PROPER EQUIPMENT  
plus SENSIBLE DESIGN  
equals HEALTH AND SAFETY  
OF WORKERS plus STEADIER  
PRODUCTION plus LOWER  
INSURANCE COSTS  
**IT CANNOT FAIL**

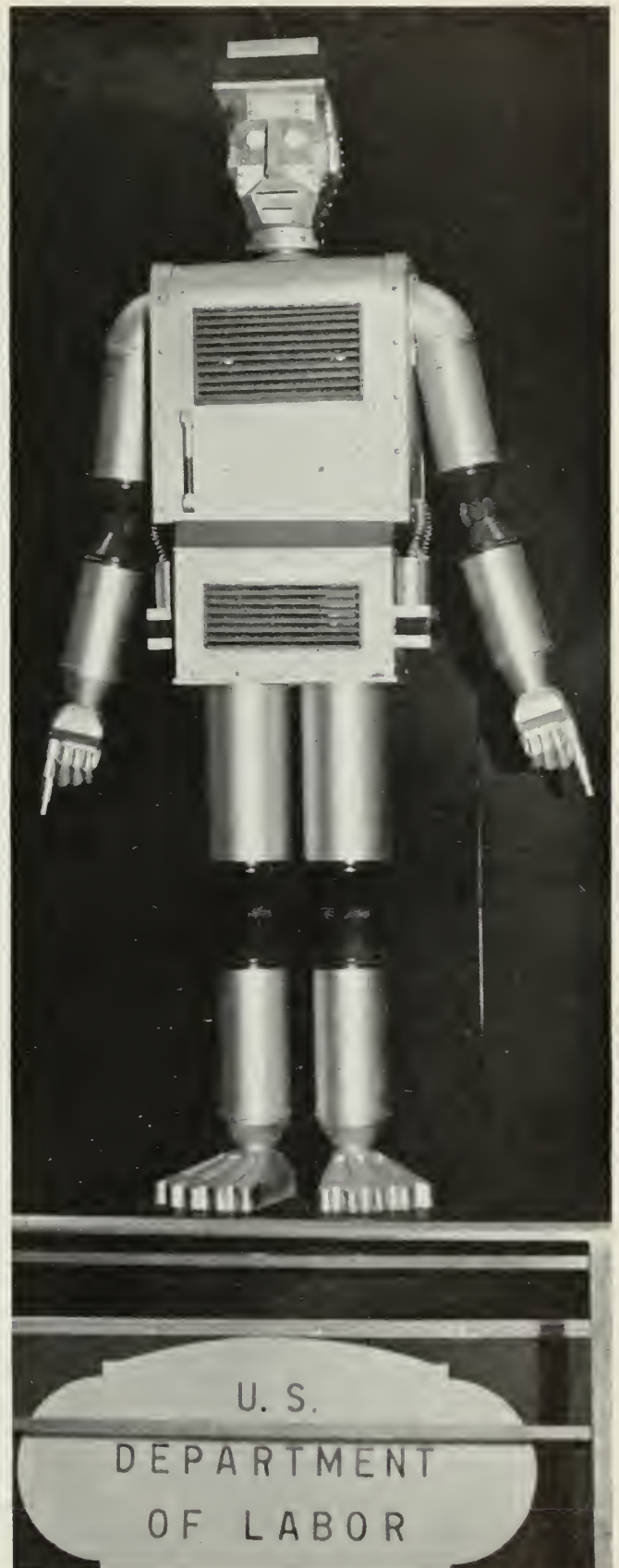
The two foundry dioramas are lighted and contain moving units, such as shifting freight cars; and as a result they possess increased attention holding ability.

## ● The Mechanical Man

*The Mechanical Man is part of the exhibit of the U. S. Department of Labor. His oft-repeated speech is given here in full:*

How do you do, friends. It seems quite fitting that a mechanical man should welcome you to the Labor Section in this Exhibit. As you see, I am a creature of craftsmanship, the work of modern mechanics and, incidentally, I am proof that skilled workers of today are fully as competent and perhaps more versatile than artisans of yesterday.

Many people today believe that modern production methods have greatly reduced the opportunities for trained craftsmen. We frequently hear the prophesy that the wage earner of tomorrow will be a sort of robot, a mere machine tender, and will have no possible use or market for a skilled trade.



Nothing could be further from the truth.

There are more crafts and more craftsmen today than ever before in history. The so-called streamlined production industries actually have increased their demand for skilled mechanics. As a matter





MODEL OF FWA EXHIBIT

of fact, the most highly mechanized industrial operation could not carry on a single day without a corps of competent craftsmen.

It is true that certain changes in ways of living and changes in the demand of consumers have greatly curtailed opportunities in some of the oldest crafts. Familiar examples are wagonmakers, coopers, harness and saddle makers, dressmakers, milliners, and cigarmakers.

But these shifting trends have also developed or extended scores of other crafts in which thousands of our citizens are now engaged. Illustrations of comparatively new trades are automobile and aircraft mechanics, photo-engravers, electricians, structural steel workers, and welders.

In all likelihood the years just ahead will see new industries come into being, bringing along with them the need for still different crafts or at least some modification of the skill demanded by existing ones.

It is certain that today a skilled craft is the wage earners best job insurance. This has been amply proved during the depression years. Even today, in spite of considerable unemployment in the country, there is a recognized shortage of skilled workers in certain trades.

Fortunately a youth of today can master a trade under better conditions and with perhaps more assurance of competency than in the past. In recent years many of our States have provided agencies to set up well defined standards of apprenticeship. The agencies are staffed by experienced and practical representatives of labor and management. Under these modern arrangements the apprentice is not only provided with adequate on-the-job training, but is also given correlated instruction through the school system.

Millions of youths of today will be wage earners among the citizens of tomorrow. Collectively they will form the nation's most important group of producers and consumers. As individuals, trade training will not only make them more important as

producers but also more potent as consumers. Unquestionably in the world of tomorrow the craftsmen will earn more, spend more, and live better than the handy man, or the jack of all trades!

## ● Federal Works Agency

The contribution of the Federal Government to the social and economic progress of the American Negro is the theme of the Exhibit of the Federal Works Agency occupying a commanding space in the Exposition Hall.

The Federal Works Agency is continuing the policies of Negro participation in the Government's public works program that were established by the five major construction and employment activities that have now been consolidated under the FWA through the President's Reorganization Plan No. 1. These five activities are represented by the Work Projects Administration, United States Housing Authority, Public Works Administration, Public Buildings Administration, and Public Roads Administration.

Employment opportunities for Negro workers have been assured in each of these agencies, either by Congressional legislation as in the Work Projects Administration, or by administrative regulations as in the United States Housing Authority and Public Works Administration, or by long standing practice as in the older Public Buildings Administrations and Public Roads Administration. This employment has covered a wide range of occupations from unskilled labor to professional and policy-making positions. It has included building maintenance workers, skilled building trades mechanics and technicians; such professional workers as physicians, dentists, nurses, teachers, lawyers, engineers, architects, economists and social workers; such artists as painters, actors, musicians and writers; and such administrative employees as consultants, housing managers, clerical and stenographic workers.

## ● FWA

In every corner of the land public buildings have been developed by these agencies: schools, libraries, housing projects, auditoriums, recreational centers, armories, courts, and prisons, too. Mile after mile of highways have been stretched across the land. Dams have been built to control floods and create sources of power. Rivers have been bridged and swamps drained.

This program of public works and war upon unemployment, initiated by the five constituent agencies, has been coordinated for more effective administration under the direction of FWA.

### **WPA Creates Employment; Services the Nation**

Touching the lives of more individuals than any other of the FWA agencies, the Work Projects Administration has for four and a half years been engaged in a gigantic struggle to relieve unemployment, to raise the standard of living, and to increase the purchasing power of the American people. During these years, one out of every five Americans has received some direct benefit from the 250,000 WPA projects distributed throughout the country, and employing as many as 3,000,000 workers in a given year.

Negro Americans, who have suffered keenly from unemployment, have shared in the varied activities of this cast program. New employment opportunities in a wide range of occupations have been created. Important social services which contribute to their well-being have been made available to them. Public facilities have been developed in their communities.

During 1939 an average of 300,000 Negro workers were employed on WPA projects. It is estimated that these workers received some \$15,000,000 in monthly wages. More than a million Negro citizens, including dependent members of these workers' families owed their livelihood directly to the WPA. This employment has been facilitated by Congressional legislation imposing penalties upon any person who deprives an eligible person from benefits of the WPA on account of race, creed or color.

Negro WPA workers did work of all kinds. In the WPA's art projects, they found a rare opportunity to show their talents as artists, sculptors, writers, actors, and scenery designers. As musicians they composed music and played in orchestras. They sang in choral groups over the radio, at the World's Fair, and before the King and Queen of England. They taught classes of all sorts, and they played an important part as leaders in organized recreation. As doctors, dentists, pharmacists and nurses, they helped local health agencies to extend their services among the underprivileged and to spread health education. White-collar workers were employed as clerks, stenographers, typists,

statisticians, operators of calculating machines, draftsmen and map makers. Among Negro skilled workers were mechanics, electricians, pipe fitters and layers, steel and sheet metal workers, blacksmiths, tractors and truck operators, air hammer and compressor operators, carpenters, painters, masons, bricklayers, plasterers, cement workers, saw filers, gardeners, tree surgeons and firemen.

Negro workers found many opportunities for vocational training on WPA projects, as well as at adult education classes in such subjects as radio, woodwork, metalwork, and music. Young white-collar workers learned to make maps and to operate many kinds of computing machines. Negro women learned to sew, to make household necessities from scrap materials, and were trained as domestic workers on household training projects.

In every section of the country, North and South, East and West, eligible Negro workers found employment on WPA projects. Educational, health, recreational and other social services were likewise made available to colored persons in all sections of the country.

### **Decent Housing for Masses Aim of the USHA**

Like WPA, the United States Housing Authority gives work to the unemployed. Its primary purpose, however, is to assist local communities in the eradication of slums by the development of low-rent housing projects. In this program, the USHA is meeting two of the most urgent problems of the Negro American—housing and employment.

Survey after survey has indicated that great masses of Negroes are living in substandard dwellings for which they are compelled to pay high rents. They have not been able to get out of these slums and blighted areas, because decent, safe and sanitary homes have not been available to them at rentals within their reach.



*The above photo shows Construction Foreman Evans (extreme left) with members of his staff. His was a twenty-four-hour a day job in supervising the construction of every exhibit, the hanging of every drape and placing of every light and color effect that makes the Exposition Hall a thing of beauty long to remember.*



## + THEY'RE IN "TROPICS AFTER DARK"



Some of the nation's leading stars will be found in the production, "Tropics After Dark," a major entertainment feature at the American Negro Exposition. Included in the cast are Pops and Lourie, top left, comedy dancing duo, and Johnson and Grider, lower left sensational ballroom dancing duo, and Sweetie Pie De Hart, lower right, whose specialty number, "Dance of the Moods," is slated to be a hit. Top right shows part of the cast as it was being rehearsed by Teddy Blackman. Other head liners in "Tropics" include Mitzi Mitchell, Dick Montgomery, Ruble Blakeley and Fats Patterson, along with a chorus of brown beauties.



## ● FWA

Throughout the Nation, local housing authorities are trying to meet this problem with the cooperation and financial assistance of the USHA. Dreary tenements and flimsy shanties are being torn down to make room for substantial and modern low-rent housing projects for small wage earners now living in substandard homes.

As of April, 1940, local housing authorities had obtained the approval of loans from the USHA amounting to nearly \$631,000,000 to pay 90 per cent of the development costs of 400 projects in 180 communities. These projects will rehouse 143,600 families. It is estimated that 47,000 of these will be Negro families. Of the 400 projects, at least 177 will be wholly or partially occupied by Negro families.

Already 22 USHA-aided projects have been opened for occupancy and are now rehousing 8,600 families including nearly 800 colored families. Six of the projects are for predominant Negro occupancy while colored families are also living in six other projects. In addition, 7,500 Negro families are living in public housing projects developed by the PWA Housing Division and now administered by the USHA. Of the USHA-aided projects under construction as of April 1, 1940, there were 66 for predominant Negro occupancy.

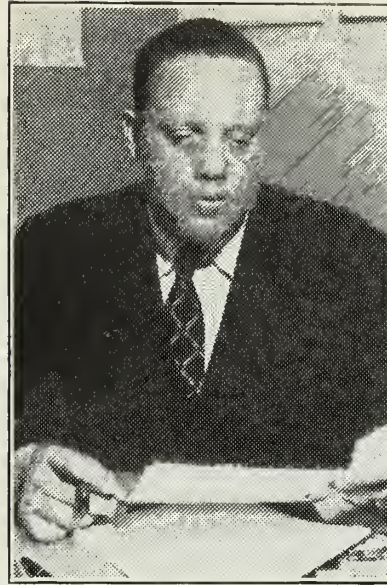
Not only shelter, but employment also is provided by the program of the United States Housing Authority. The development of the 160,000 dwelling units for which funds are available under the present program will involve a pay roll estimated at more than \$225,000,000 for wages to workmen on the sites. In addition large sums will be received in wages by workers in supply industries such as lumber, cement, brick, glass, steel, paint, trucking and railroads.

In order to insure participation of Negro workers in this vast construction program, specific protective measures have been taken. Clauses have been incorporated in building contracts indicating that the payment of certain minimum percentages of the skilled and unskilled pay rolls to Negroes shall be considered evidence of non-discrimination against these workers. Under terms of these agreements Negro workers in 81 communities throughout the country have received a total of \$2,500,000 in wages, of which sum more than \$500,000 went to skilled workers.

The program also has created jobs for Negro architects, engineers and other technicians, as well as for professional and clerical personnel and management and maintenance workers.

### **Schools and Hospitals Developed by PWA**

Established as a stimulus to industry and employment through the construction of public build-



● *Dr. Horace R. Cayton is one of the younger scholars whose work in the fields of employment, housing, and economics promise rapid advancement and achievement for Negroes in the city of Chicago.*

ings, the Public Works Administration has created jobs for Negro building trades workers and has greatly increased the number of school buildings, hospitals and other facilities for community use.

To date, PWA has allotted funds for public works in all but three of the Nation's 3,071 counties. More than six billion dollars have been spent in the development of 34,500 projects. Of this sum, \$1,205,452,000 was paid in wages on the site of construction.

Negro workers, skilled as well as unskilled, have shared in these wages in accordance with the **Terms and Conditions of PWA** which require "that there shall be no discrimination because of race, creed, color, or political affiliations in the employment of persons for work. . . ."

In addition to construction employment, PWA has created thousands of jobs through the stimulation of business activity in the production, fabrication and transportation of building materials.

Throughout the Southern and border states modern buildings have been erected at publicly-controlled schools for Negro youth. Well-lighted classroom buildings, fine new dormitories, well-equipped libraries and laboratories, spacious gymnasiums and auditoriums have enhanced the physical aspect of many a Negro college campus. In all, PWA has made allotments for more than \$11,000,000 worth of construction for Negro colleges.

In even a greater measure, the Negro elementary and high schools have benefited by the PWA program. New school buildings aided by PWA are valued at nearly \$27,000,000 and afford accommodations for more than 120,000 Negro children in 24 states and the District of Columbia. Thousands of other colored students are attending mixed schools in northern states which have received PWA aid also.



Just as PWA has expanded the educational facilities available to Negroes, it has also sought to improve their health standards through the construction of hospitals. Through grants and loans PWA has increased the number of hospital beds available to Negro patients by more than 7,200. The facilities range from seven ward buildings accommodating 1,170 patients at the North Carolina State Hospital for the Insane in Goldsboro, to a five-bed ward at the Municipal General Hospital in Quitman, Georgia.

One of the largest and most modern hospitals erected for Negro patients with the aid of PWA funds is the Homer G. Phillips Municipal Hospital in St. Louis. This imposing institution cost more than \$3,000,000 and has a capacity of 685 beds. It is composed of five buildings including a nurses' home with dormitory space for 146 nurses and 24 internes.

PWA's school building and hospital construction programs are merged in the development of the \$700,000 tuberculosis annex at Freedman's Hospital in Washington for the treatment of patients and the training of physicians. The annex when completed will have a capacity of 150 beds.

#### PBA Constructs and Manages Government Buildings

The Public Buildings Administration is an agency of many years standing. It is responsible for the construction and management of such Federal buildings as post offices, custom houses, courthouses and departmental buildings in Washington. In recent years the construction of Federal buildings has been greatly increased. During the period 1934-40, nearly 2,000 new Federal buildings, outside the District of Columbia, have been constructed at a cost of \$315,000,000.

Both in the construction and management phases of this program Negro workers have been employed. In Washington a large percentage of the thousands of custodial workers and elevator conductors are Negro men and women. Their work is of great importance in the housing of the National Government.

#### Network of Highways Expanded by PRA

The Public Roads Administration is also a permanent agency. It is responsible, in cooperation with the states, for the development of a vast network of highways throughout the Nation. As in other construction work, road building has been greatly stimulated in recent years by an emergency program carried on directly by the Federal Government without the financial assistance of the states. Meanwhile the Government and the states continue to cooperate on a 50-50 basis in the expansion of the Federal-State road system.



AGRICULTURAL EXHIBIT

### DEPT. OF AGRICULTURE

The United States Department of Agriculture exhibit covers one of the largest areas at the Exposition. Here in photographic montage and three-dimensional illustration are lessons in crop rotation, strip cropping, terracing, contour cultivation, diversification of crops, reforestation, fire prevention, soil erosion and its correction, better rural living and conservation.

This exhibit is the result of a special meeting in Washington by leading governmental experts. Collaborating were agricultural specialists of the great Negro universities.

### RELIGION

In this beautiful exhibit are seven murals by Aaron Douglas (Chicagoans know him especially for his murals in the College Inn at the Hotel Sherman). A most important feature of the Religious aspects of the Exposition is not visual: it is the assemblage each Sunday of one thousand voices for a choral concert under the direction of J. Westley Jones. . . . A special exhibit is conducted by the Catholic churches in which the role of the Negro in Catholicism is graphically presented.

### HEALTH . . . MEDICINE

Here is a "double feature"—a splendid presentation by the United States Public Health Dept., the National Tuberculosis Association and leading hospitals, plus a Medicine Show. The Medicine Show consists of a continuous performance acted according to script written by Arna Bontemps, who also collaborated in the writing of the Cavalcade presented in the Theatre. This is considered one of the most instructive exhibitions of the show.



## ● MUSIC

The Exposition is especially indebted to the Columbia Recording Company for supplying not only a fine booth, but also for presentation of 450 recordings which are played over the loud speaker system. . . . John Hammond regularly lectures on spirituals and swing—the same lectures that have won him wide acclaim at Carnegie Hall in New York. Specially presented are two albums of records containing Negro work songs and other songs and music for and about Negroes.

## ● CCC

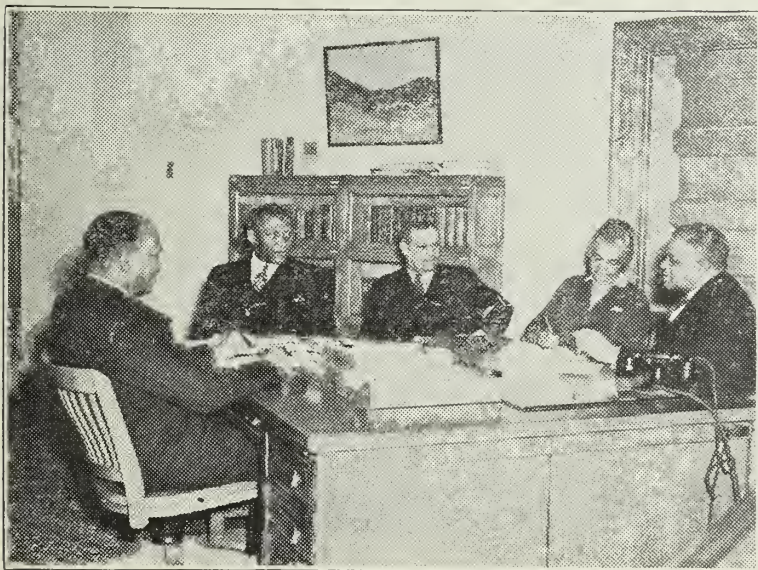
A graphic showing of the part played by the Negro in the nation's Civilian Conservation Corps is here viewed with interest by many thousands daily.

## ● NYA

A feature of this exhibit, which shows the work of all the state NYA branches is the portrait of Mary McLeod Bethune, president of the Bethune-Cookman School, Daytona Beach, Fla., which has won national acclaim for its fine work.

## ● HOBBY EXHIBIT

General contributions from the public and from the schools make this a fascinating show of handicraft, hobbies, collections, etc. A feature is a model railroad train.



Meeting in the U. S. Department of Agriculture at Washington when agricultural experts conferred on the development of the government's agricultural exhibit at the American Negro Exposition. In the picture, second from left is T. M. Campbell, Tuskegee, field agent, U. S. Extension Service; third from left is A. L. Holsey, field officer, AAA. Miss L. A. Jenkins, district home demonstration agent of Richmond, Va., is second from right, with John B. Pierce, Hampton, field agent, U. S. Extension Service, at extreme right. They are conferring with Claude A. Barnett, extreme left, after meeting with division heads of the agricultural dept.



● Phyllis Wheatly, in colonial times, was the first Negro literary figure in America. Her poems were commented favorably upon by George Washington and John Adams, and won her freedom for her.

## ● SPORTS

Here are hung the trophies of Joe Louis, Henry Armstrong, Jessie Owens and other great Negro athletes. Stories about them are celebrated in pictures and art. A motion picture is continuously given which shows the achievements of the Negro in sports.

## ● LITERATURE

This is virtually a library of the finest in Negro literature and books about and for Negroes. Quite naturally, good space is given to the outstanding work of Carter G. Woodson, historian, writer of over half a hundred books, and founder of the Association for Study of Negro Life and History.

## ● LIBERIA

This educational exhibit by the Firestone Rubber Co. describes this nation on the west coast of Africa as covering 43,000 square miles, with 350 miles of coastline. Monrovia, the capital, is named after President Monroe, during whose administration first settlers arrived from America in 1820. It became a republic in 1847, with constitution and form of government patterned after that of the United States. . . . Population is estimated at two million, predominant occupation agriculture. Leading exports are rubber, coffee, cocoa, palm oil. . . . The Firestone plantation has over 75,000 acres under cultivation, and employs 15,000 native workers.





Plans for a special exhibit at the American Negro Exposition detailing the history of the Negro press from John Russwurm's "Freedom's Journal" to the present day were discussed at this meeting, by representatives of leading newspapers and the Exposition. In the photograph, taken at Exposition headquarters in the Apomattox club, seated, left to right, are A. N. Fields, Pittsburgh Courier; Carter Wesley, Houston Informer; Roscoe Dunjee, Oklahoma City, Black Dispatch; Dr. C. B. Powell, New York Amsterdam; A. J. Smitherman, Buffalo Star; C. A. Franklin, Kansas City Call; William O. Walker, Cleveland Call-Post and Howard Murphy, Baltimore Afro-American. Standing, left to right, are Frank Marshall Davis, publicity director; A. W. Williams, secretary-treasurer; Claude A. Barnett, chairman publicity committee; Horace Cayton, assistant to executive director; Sherman Briscoe, Chicago Defender, and Atty. Truman K. Gibson, Jr., executive director. All those standing except Mr. Briscoe represent the Exposition.

## ● JOURNALISM

Two hundred and thirty Negro newspapers contributed their mastheads to a mural display in this booth. Hundreds of photographs for, by, and about newspapers augment the exhibit in a fashion that makes the visitor proud of the journalistic achievements of his race. Due credit is given to Robert S. Abbott, editor and publisher of the Chicago Defender which he founded as a weekly newspaper in 1905, a humble pioneer who has grown into a powerful journalistic force in the nation.

## ● SOCIAL SECURITY

The Social Security Act, passed in 1935 and amended in 1939, has enabled the American people to build a nation-wide system of protection against widespread causes of want. This exhibit shows what progress has been made during these six dramatic years.

## ● CITY OF CHICAGO

The Salvatore Salla portraits of Mayor Kelly and Governor Horner are given a background of murals showing the Negro in official public life aiding the advancement of his race. Of special interest is the model of the immense housing project at 39th street and South Parkway.

## ● BUSINESS MEN

Here is a general exhibit showing the progress of the Negro in business. In addition, close by, are the booths of the National Negro Insurance Association, the Liberty Life Insurance Co. and of the State of West Virginia which also shows the Negro in business and industrial life.

## ● COMMUNITIES

Educational material on Community Organizations is here presented through the collaboration of such groups as the Urban League, the National Association for the Advancement of Colored People, the YMCA and YWCA, and the Federated Women's Clubs.

## ● EDUCATIONAL

Hampton, Fisk, Tuskegee, Howard, Atlanta U.—these schools, through the individual work of such men as President Patterson of Tuskegee, President Jones of Fisk, and Clement of Atlanta, offer an important contribution to the Exposition. Amazing to almost every visitor is the painting showing the immensity of Tuskegee Institute, covering a vast area and containing dozens of buildings. Miniature models of many of the most important buildings are also shown.





#### SOLOISTS PREPARE FOR SONGS AT AMERICAN NEGRO EXPOSITION

*Rehearsals took place several times weekly by the YMCA-NYA chorus of Chicago in preparation for frequent appearances at the American Negro Exposition. The chorus has 150 young singers of both sexes. The photograph, taken at the Wabash Avenue YMCA where the groups rehearsed shows, Miss Frankye Brown, director of the chorus, and Miss Ruth Washington, pianist, discussing some of the numbers with several key members of the chorus who are, left to right, Misses Ethel Orr, Frances Wilson and Romesa Rahman, soprano soloists, and Rachelle King, assistant to Miss Browne.*

### ● CHICAGO SCHOOLS

Always interesting are our children. This exhibit by the Chicago Public Schools shows splendid examples of the handicraft, woodworking, art and other activities engaged in by school boys and girls in Chicago. The schools, the children, and the parents are all proud of this display.

### ● CHRYSLER CORP.

Here one of the nation's leading industries is represented by a firm that is proud to show how Negroes contribute to the making of automobiles. Excellent photographs.

### ● MASONS

An array of Masonic emblems features this booth, which also has interesting photographs of high Negro officials in the Masonic order.

### ● ELKS

The Elks, too, let the public in on their important contributions to American fraternal life. Visiting Elks go here first.

### ● BOYD BAPTIST

This large book publishing company has a display of its product, and sales are made to the public.

### ● POSTAL BOOTH

A bona-fide post office is located in the main hall of the Exposition for service and information purposes.

### ● FIRST AID, Etc.

A first aid department is conveniently located, lounges are numerous, and rest room facilities have been adequately provided by the Exposition authorities in expectation of daily crowds averaging 30,000.



# ART

## TANNER HALL—SOUTH

### ● Greatest collection of Negro art ever assembled

In the south hall (renamed Tanner Hall) of the Exposition is the Art Exhibit. Here you look upon that which is great art achieved through great labor and great inspiration, and which will live forever. Being great art is not only the expression of the Negro race, but of all races and of all human kind—but here is that particular expression that could not have been achieved by any but our own people.

In Tanner Hall there are hung ten paintings by Henry O. Tanner, the supreme artist of the Negro people—ten, which means there are more “Tanners” here than have ever been gathered together in one place, more than may ever again be seen at one time side by side.

In the entire show are three hundred separate items selected from an original entry greater than five hundred. The jury was headed by Donald Cayton Rich of the Chicago Art Institute.

Awards given for the finest entries are medal designs struck by Hale Woodruff, himself one of the

best of modern painters and designers. The exhibit falls into seven natural groups listed below. Alonzo J. Aden, of Howard University, is curator.

1. **Memorial Exhibit.**  
Paintings by Henry O. Tanner.
2. **Early Painters.**  
Paintings by E. M. Bannister and William Duncanson.
3. **Memorial Exhibits.**  
Malvin Gray Johnson, Albert A. Smith.
4. **Harmon Foundation Collection of Contemporary Negro Artists.**
5. **Exposition Show.**  
Selection of contemporary Negro Art (Eastern and Western jury selections).
6. **Exhibition of African Art.**  
From Schomburg Collection, N. Y.; Field Museum Loan Collection, Chicago; Emory Ross Photographic Collection, N. Y.
7. **Children's and School Art.**  
Works of New York Artists in New York Exhibit.

# THEATRE

## NORTH HALL

A very beautiful and completely modern theatre has been especially built within the Coliseum for the Exposition. It will seat 4,000 people. Its presentations are many and varied, and the long list of actors, singers, dancers and other entertainers contains the most brilliant and distinguished names to be found in the register of Negro talent. Two of the most attractive offerings will be Chimes of Normandy and Cavalcade of the Negro in the Theatre, both of which will have the same cast which was so hilariously successful in the swing version of Gilbert and Sullivan's Mikado. Arna Bontemps and Langston Hughes have written both the new score of Chimes of Normandy and the Cavalcade. They have incorporated within them music and lyrics written by Negroes and many songs and dances which they have made famous over the whole nation.

Charming Katharine Dunham and her dancers will be another of the attractions. America is en-

chanted with her appealing, shocking, mystic and colorful interpretations of Negro life, rhythm, and music in the south, in the north and the West Indies.

Motion pictures will be shown in the theatre throughout the day. They will be free of charge, and they will include a large number of subjects entertaining, educational, and completely informative. Among the movies will be “The Negro in Education,” prepared by the Rockefeller Foundation especially for the Exposition. Other movies will deal with Sports and famous sports events.

Using the stage of this beautiful theatre during the course of the Exposition will be visiting concert singers, musicians and actors.

This exposition will become a glowing and a fitting memorial in the minds of all those who visit here, to the talent and the personalities of the many great Negro fine artists of the stage who express so poignantly the spirit of their race.

# CHICAGO—YOUR HOST

## INFORMATION FOR VISITORS TO THE GREAT NEGRO CAPITAL OF THE MIDDLE WEST

### ● Statistics . . . Facts . . . Figures . . .

Chicago—youngest large city in the world—military post in 1812, incorporated community in 1837, and now slightly more than one hundred years old—has reached heights to which few cities may rise without those natural advantages which make for greatness. Today, with over 3,600,000 population, it is the fourth ranking city of the globe.

Chicago is familiarly characterized The Great Central Market, the country's leading transportation center and the city of diversified industry.

The elements which are the direct cause of Chicago's significant growth in population, commerce and industry may be found in part in natural advantages of location. At the foot of a great inland sea, center of a prairie empire, rich in fertility, favorable climate, and a wealth of natural resources—mineral, forest and agricultural—these were the unusual combination of conditions which foretold the foundation of a humming metropolis and which today exercise no less an influence on its future.

All these generous gifts of nature would have meant little had not the area been settled by people of determination and vision. To the pioneer spirit of its founders, Chicago and its Metropolitan Area owe much. That this determination to move forward still prevails was best exemplified in the operation of A Century of Progress, in 1933-34, when at the very bottom of a world depression, Chicago scoffed at the skeptics and carried through to an acknowledged success without any governmental subsidy.

Important, also, is the fact that Chicago is the largest city near the country's centers of population, manufacturing and agricultural wealth. The natural hub of an economic empire, its future growth and that of its industries, is without parallel.

When incorporated as a city in 1837 it had a population of 3,297 and covered an area of 10.2 square miles. Today Chicago covers 212.8 square miles and shelters within its city limits more men, women and children than each of 38 states of the union.

The industrial district, as officially defined by the U. S. Census Bureau, comprises the counties of

Cook, Lake, DuPage, Kane and Will in Illinois, and Lake in Indiana, having a total area of 3,596 square miles.

Chicago is the pre-eminent city of diversified industry, combining in advantageous manner, every essential facility and condition for the successful production and distribution of a wide variety of commodities.

Facts warrant the statement that practically every product satisfying human needs can be made and sold in Chicago. Adequate labor, cheap power, abundant raw materials, superior transportation, advantageous locations and a great central market—all are available.

Cities are frequently known for leadership in one or a few industries. Chicago is known for the equal opportunities it offers to all. From official records at least two hundred and fifty distinct classes of products are produced in Chicago and three hundred and fifty in its industrial area. The value of manufactured products for the city is averaging \$3,500,000,000 annually, while its industrial area adds nearly \$1,500,000,000 more to this total.

Chicago is the recognized central clearing house for middle west labor. This area furnishes all classes of labor, skilled and unskilled, that any character of operation may require. Industrial workers, alone, in the metropolitan area number more than 500,000—an army of factory employees greater than the individual populations of Delaware, New Mexico, Nevada, Vermont, or Wyoming. In addition, there are about one million other gainfully employed persons.

Chicago is the busiest spot on the nation's transportation map. It is the world's largest railroad center. No other city possesses its combined advantages of rail, highway, water and air facilities. Chicago's unique situation in this respect has been a factor in its greatness.

In volume of tonnage and extent of facilities, it is the largest railroad terminal in the world. It is estimated that approximately eight per cent of the entire railroad investment of the United States is centered in the Chicago Switching District. The network of railroads in this area covers approximately 400 square miles. Radiating from the Chicago terminal are 22 trunk line railroads serving the entire nation. Within this area are located nine



## ● Your Host

terminal and belt lines; six industrial railroads; 5,717 miles of track; 160 yards and 73 freight stations. Terminal, belt and industrial switching lines have a total of 2,100 miles of track and serve over 3,800 industries having private track connections.

In addition to the foregoing facilities, Chicago has three electric interurban lines furnishing freight and passenger services, the Chicago Tunnel Company with 62 miles of underground track serving the downtown district, and the Merchants Lighterage Company operating several barges on the Chicago River and furnishing a handy contact between industries and railroads.

Average figures over several years show that Chicago ships 7,450 carloads and receives 7,370 carloads of freight daily. 12,150 cars are handled daily by switching lines between points within the district. Including cars originating, cars delivered and cars moving through the Chicago district, its railroads handle approximately 66,640 cars each day.

### Greatest Train Center

Recent investigation shows that every day 1,294 passenger trains carrying an average of 216,500 persons, arrive at or depart from Chicago stations. This volume of traffic is handled by 369 through and 925 suburban trains. Of the total passengers, 190,500 are suburban and 26,000 are through passengers. These figures do not include persons who arrive at or depart from terminals other than those located in the central business area.

A lake port at the foot of Lake Michigan, and with inland water connections to the principal cities of the Middle West, Chicago enjoys unusual advantages in waterway transportation facilities. Since the completion of the Illinois waterway, Chicago has become the leading inland waterway center of the nation.

The new Illinois waterway development has increased in use each year since its opening in 1933. In that year 482,096 tons were handled into and out of Chicago, while in 1937, 2,469,822 tons, valued at \$42,000,000, were transported. The waterway is particularly adapted to the movement of coal, sulphur, sand, gravel and oil products. Lighterage in the Chicago River amounted to 115,000 tons, valued at \$55,111,000.

Last year more water-borne commerce was handled in the Chicago district than passed through the Panama Canal.

Chicago has 101 miles of waterfront—52 miles equipped with dock and railroad facilities. The Chicago Harbor area is 714 acres, having a depth of 21 to 27 feet. Thirteen steamship lines serve the port district of Chicago, affording excellent pas-

senger and freight transportation accommodations. Passenger traffic in 1938 amounted to 273,000 persons. Leading foreign and domestic commerce commodities transported via the Lake comprise oil, building material, ore, coal, food products, chemicals and wood and paper products.

### Highways

The past ten years have witnessed a tremendous development in highway transportation. This rapid growth has taken place without restrictions or regulation so that detailed statistics on the volume and scope of operations are not available.

Information gathered by the Association of Commerce indicates that approximately 500 motor carriers operate to and from the Chicago district.

Fifteen established motor bus lines operate out of Chicago from coast to coast, and to leading communities in the metropolitan area. Daily and hourly service is available to many sections in the Chicago territory.

Chicago is also one of the air transport centers of the United States. Eight principal airlines have their terminals here. Seventy-six passenger and air mail planes enter and leave the Chicago Municipal Airport daily.

Chicago's annual manufacturing, wholesale and retail trading volume totals nearly \$7,000,000,000.

### "The Great Central Market"

Chicago is the world's greatest grain, live stock, produce and lumber market. Leadership in the distribution of meat and other food products, dry goods, general merchandise, household utilities, furniture, agriculture machinery, jewelry, musical instruments, millinery, telephone equipment, radio and railway supplies may be cited as a few examples justifying Chicago's claim to the title "The Great Central Market." Briefly, a greater quantity of commodities representing the vegetable, animal and mineral kingdom pass through Chicago than any other city.

On a one-fourth section of land, the size of an ordinary farm, in the heart of the city of Chicago, generally known to the world as "The Loop", is found the largest aggregation of retail stores and the most complete stocks of merchandise of every kind to be found in any similar area in the world. Within this district is State Street, famed for the number and size of its department stores.

Outside Chicago's central business district are seventeen major and fifty-four minor shopping centers, in themselves cities of importance from the standpoint of retail trade. Chicago is indeed a Mecca where the visitor and citizen may replenish stocks from the country's best retail and wholesale selections.

Chicago is the second largest city in the country

*(Continued on Page 49)*

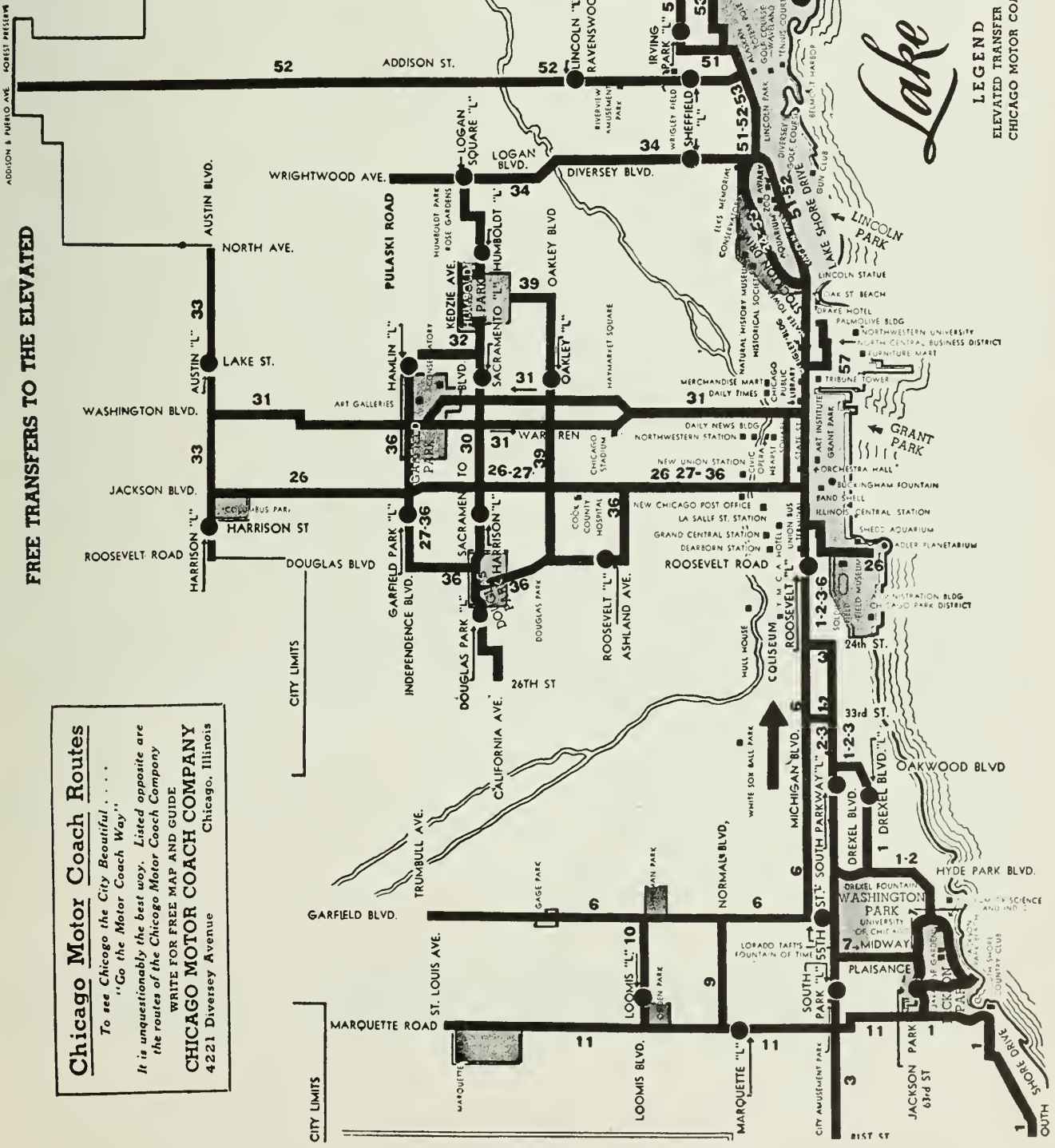
**Routes of the Chicago Motor Coach Company**

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  - No. 51—Sheridan Road Line
  - No. 32—Addison Street Line
  - No. 33—Washington Boulevard Line
  - No. 34—Lunt Avenue Line
  - No. 55—Pratt-Ashland Line
- WEST SIDE**
- No. 28—Jackson Boulevard Line
  - Planetarium Service Coach connects with Route 24
  - No. 27—Independence Boulevard Line (A. M. and P. M. only)
  - No. 30—Sacramento Boulevard Line (A. M. and P. M. only)
  - No. 31—Washington Boulevard Line
  - No. 32—Franklin-Sacramento Line (A. M. and P. M. only)
  - No. 33—Washington Boulevard Line
  - No. 34—Lunt Avenue Line
  - No. 35—Douglas Boulevard Line
  - No. 36—Oakley Boulevard Line (A. M. and P. M. only)
- SOUTH SIDE**
- No. 1—Drexel-Hyde Park Boulevard Line
  - No. 2—South Parkway and Hyde Park Boulevard Line
  - No. 3—South Parkway and Hyde Park Boulevard Line
  - No. 4—South Parkway and Hyde Park Boulevard Line
  - No. 5—Midway Plaisance Line (A. M. only)
  - No. 7—Midway Plaisance Line (A. M. only)
  - No. 9—Normal Boulevard Line (A. M. and P. M. only)
  - No. 10—Loomis Boulevard Line (A. M. and P. M. only)
  - No. 11—Marquette Road Line (A. M. and P. M. only)

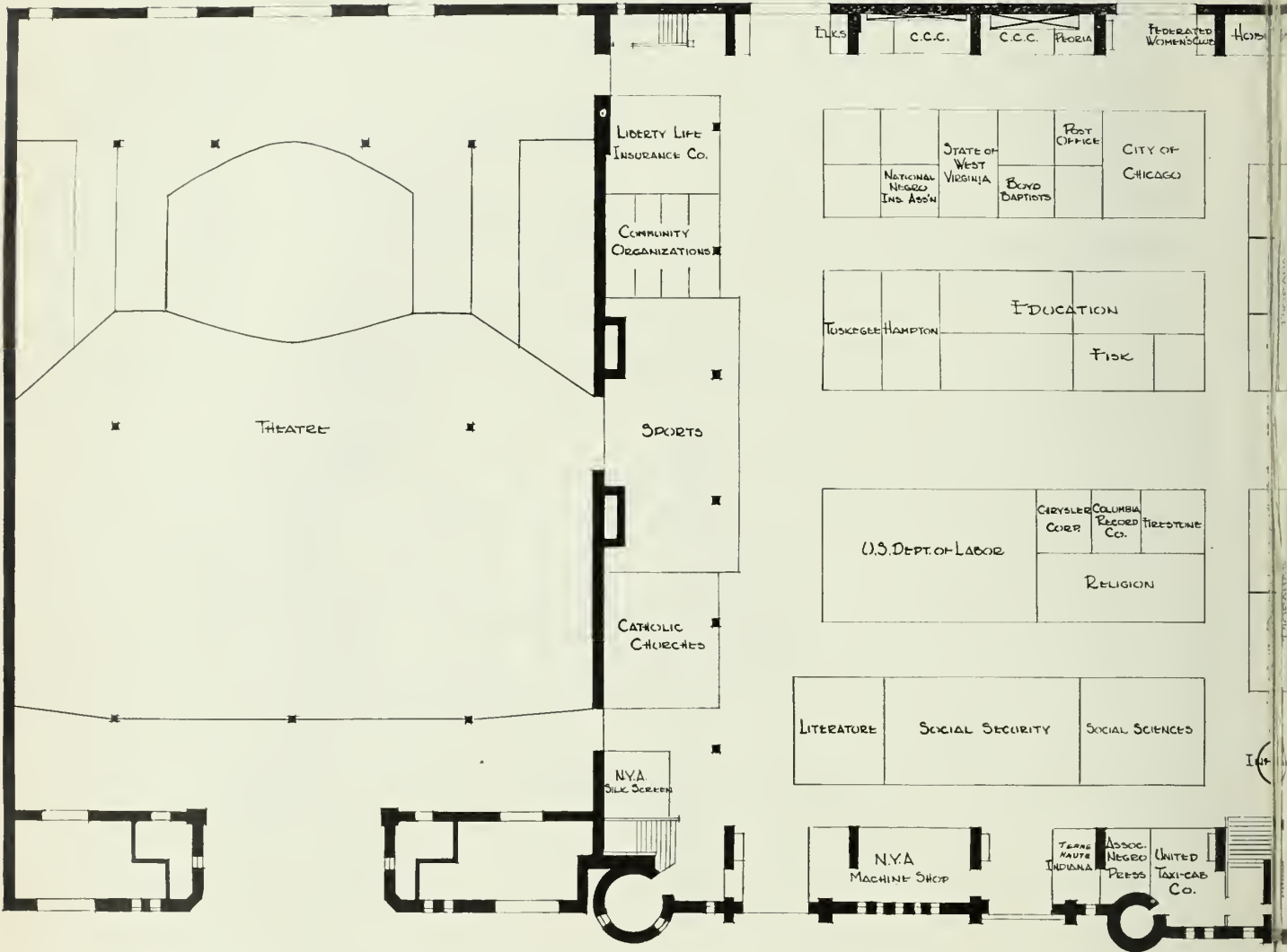


*Lake Michigan*

**LEGEND**  
 ELEVATED TRANSFER STATIONS  
 CHICAGO MOTOR COACH ROUTES



# AMERICAN NEGRO

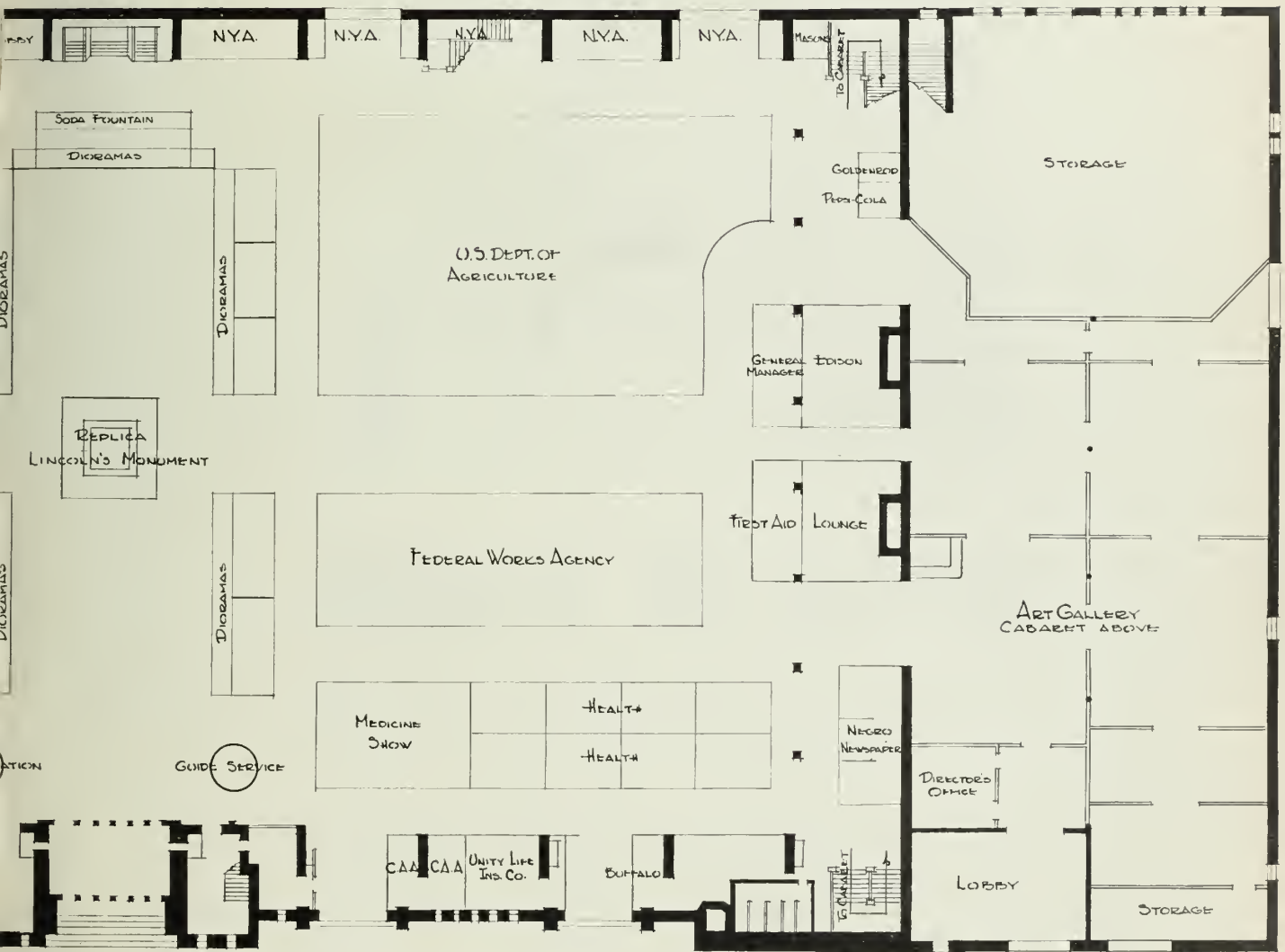


NORTH HALL

AMERICAN

# DIAMOND JUBILEE

# RO EXPOSITION



MAIN HALL

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FLOOR PLAN OF EXHIBIT HALLS

NEGRO EXPOSITION

CHICAGO COLISEUM

15TH & WABASH AVE.

JULY 4<sup>TH</sup> SEPT. 2<sup>ND</sup>

# EE OF PROGRESS





● Ethel Waters, one of the greatest of modern Negro women, views a portrait of Harriet Tubman which appears in the gallery of fame at the Exposition.

## HALL OF FAME

### A Gallery of the Brightest Stars in the Firmament of Negro Achievement

*Of the thirty outstanding Negroes whose biographical sketches appear on the following pages, most have been honored with portraits appearing with the Scott murals at the Exposition. Most of these portraits have been executed by Salvatore Salla, well-known Chicago artist whose own star of fame is on the ascendancy.*

**MATTHEW HENSON, Arctic Explorer.** The first man to set foot on the north pole, and the only living man to have done so are the two titles claimed for Henson, who accompanied Com. Peary's expedition in 1909. Henson served as a trail breaker in the arctic wastes for the expedition, and was thus a day in advance of Peary in reaching the pole. Peary, who at the time was a sick man, had Henson plant the Stars and Stripes at the pole so none of the other white members of the party could claim that distinction. Henson lectured on his trip to the pole in this country and in Europe, and for many years held a post in the office of the Collector of the Port of New York. Now 73 years old, he has just published a book of his polar experiences.

**RICHARD WRIGHT, Prize Novelist.** The distinction of being the first Negro writer ever to win the Harper \$500 prize for a novel, and of being the first Negro novelist to have his work chosen as the "book of the month" belongs to Richard Wright. In 1938 his "Uncle Tom's Children" won the Harper prize and immediately became a best seller. In 1939 he won a Guggenheim fellowship, and wrote "Native Son," which was the book of the month club selection for March, 1940. The book is a great social document as well as an interesting novel, and it is predicted that it may do for the problem of the modern urban Negro what "Uncle Tom's Cabin" did for the problem of slavery.

## ● Hall of Fame

**R. R. MOTON, Educator.** From Hampton Institute, where he was a member of the faculty and master of cadets, Moton went to Tuskegee Institute as second president upon the death of Booker Washington. His great organizing ability and talent for inter-racial cooperation strengthened the support of the school and aided in building upon the foundations laid by Washington. For his work in conciliation between the races and the establishment of co-operative working relations, Moton received the Spingarn Award for 1932.

**W. E. B. DuBOIS, Educator and Scholar.** An honor graduate of Harvard, DuBois studied in several of the leading European universities before beginning his life work, the intellectual leadership of colored America. As an orator, lecturer, scholar, and author of more than a score of books which are found on the shelves of the libraries of the world, DuBois was also a man of action. He organized the Negro Sandhedrin, founded the National Association for the Advancement of Colored People, founded the Crisis magazine, served on the faculties of Fisk and Atlanta Universities, and has been a driving force in the demand of Negroes for complete and equal recognition as American citizens in all walks of life.

**PAUL ROBESON, Actor, Concert Star, Career Man.** A career of dazzling brilliance in a dozen fields began for Robeson when he was a college student at Rutgers. He captained the football and basketball teams, was chosen for two years as end on Walter Camp's All-American team, won the coveted Phi Beta Kappa key for scholarship, took his law degree with honors from Columbia. Beginning in a small way as a singer, he has toured the world as a concert star, has appeared as soloist with the leading symphony orchestras of Europe, has appeared in a dozen stage successes in this country and in England, has been starred in a score or more of moving pictures in the United States, England, France and Russia. His most recent achievement was the introduction over the radio this winter of "Ballad for Americans," which bids fair to become a new national anthem.

**W. C. HANDY, Father of Modern Music.** At the age of 66 Handy can look back upon a busy musical career as musician, composer, publisher, in which he has brought about the revolution of popular music. Composer of more than a hundred popular songs, his "St. Louis Blues" is recognized as the source from which jazz, swing and the syncopation motif in modern classical music has sprung. Royalties from his compositions have brought a substantial fortune to him to accompany his fame.

**CARTER G. WOODSON, Historian.** As a scholar, author and founder of the Association for Study

of Negro Life and History, Dr. Woodson deserves a place of honor at the Exposition as the chronicler of the achievements of the Negro race. Prior to his efforts no scientific and organized plan of recording the share of the Negro in the history of America had ever been made. Histories and text books were written as though the black man had been a passive and unsharing factor in our civilization. Prepared for his life work by the best education Harvard, the University of Chicago, the Sorbonne in Paris, and Heidelberg Universities could give, Dr. Woodson set to work to bring to light these dark pages of American Achievement by Negroes. As a result of his capable work more than half-a-hundred volumes of authentic and important historical records are now available in the libraries of the world. He organized the Associated Publishers to publish the historical writings of colored scholars, issued pictures of outstanding Negro figures, and established the annual celebration of Negro History Week.

**HENRY ARMSTRONG, Multi-Title Holding Champion.** The distinction of holding three world's prize-fighting championships at one and the same time belongs to Armstrong, who won the featherweight, welterweight, and lightweight championships of the world all within the brief space of eight months. Known as "Hurricane Henry" he represents almost perpetual motion in the ring, and is called "pound for pound the greatest fighter of all times," by no less sports authority than Grantland Rice.

**BOOKER T. WASHINGTON, Father of Industrial Education.** Booker Washington represents a great peak in the record of Negro achievement since slavery, for he gave his people economic and industrial emancipation as truly as Lincoln freed them from bodily and political bondage. As an educator he early saw the need for training in trades and industries as a means of making Negroes self-supporting and by founding Tuskegee Institute took the first step toward making his dream a reality. Prior to his work, industrial training was left to apprenticeship and to luck, but with the training instituted at Tuskegee, the whole field of education was revolutionized, and the mark of his work is found today in the public school and technical school systems of every country in the world. Washington was also a pioneer in the work of bringing the white and colored races to an understanding and to work together to bring about the great progress of our country. His speech at the exposition at Atlanta is one of the great orations of all times. He was the author of many books, was in demand all over the world as a lecturer, and was called friend by the greatest men and women of his time.



*Office of the President*



# UNITY MUTUAL LIFE INSURANCE COMPANY

4719-21 South Indiana Avenue

Chicago, Illinois

Phone Drexel 2653

## FELICITATIONS FROM THE PRESIDENT

The President on behalf of the policy holders and staff of the UNITY MUTUAL LIFE INSURANCE COMPANY wishes to convey to the visiting public of the American Negro Exposition his heartiest felicitations.

May your visit be a successful one and every hour enjoyable.

A. W. WILLIAMS, President



## ● Hall of Fame

**JOE LOUIS, Heavyweight Champion of the World.** No fiction hero ever rose more spectacularly from rags to riches than did Joe Louis by the strength and ability he has shown in the prize fighting ring. In 1935 he was an amateur boxer and a poorly paid employee in an automobile factory; in 1940 he is known all over the world as the greatest boxing champion ever to hold the title, has amassed a fortune of a million dollars, and like Alexander the Great, has no more worlds to conquer. He is known as a fighting champion, having defended his title more times in three years than any other champion ever did in six. He has defeated every possible contender, and is reported to plan to retire undefeated after his next fight.

**MARY McLEOD BETHUNE, Women's Leader.** As founder of Bethune-Cookman college at Daytona Beach, Florida, Mrs. Bethune won acclaim as an educator, because she built a great school from nothing almost single-handed. Fresh honors awaited her in the field of women's club activities, where she organized and was first president of the South Eastern Federation, and later was elected in 1924 as president of the National Federation of Colored Women's Clubs. She served with distinction, and brought great power to the federation through her organizing ability. In 1935, Mrs. Bethune, who is a close personal friend of the First Lady, was appointed consultant for Negro youth on the council of the National Youth Administration by President Roosevelt, where she still serves.

**DOROTHY MAYNOR, Concert Star.** At twenty-eight Miss Maynor stands at a point in musical circles where many singers must strive for years to get. A natural voice, she was discovered by Koussevitzky, conductor of the Boston symphony orchestra, who started her on her career as soloist with his orchestra. Since then she has sung in concert before the greatest critics and audiences in the land, has sung over the radio to millions, who have predicted for her a great concert career.

**DANIEL H. WILLIAMS, Master Surgeon.** The whole of Dr. Dan Williams life was devoted to the alleviation of human suffering through surgery, in which field he was universally recognized as one of the leaders. Following his graduation from Northwestern University Medical School, he served on the faculty in anatomy. He built up a huge practice in Chicago, founded the Provident Hospital and Nurse Training School, served as a surgeon on the staffs of the Cook County and St. Luke's hospitals in Chicago, and gained renown as the first surgeon to operate successfully upon the human heart. In 1895 he went to Freedman's hospital in Washington as surgeon-in-chief, and later served as professor of surgery at Meharry Medical College. He

was a charter member of the American College of Surgeons, and his writings on surgery are incorporated in many of the leading medical texts.

**JOHN MERRICK, Business Builder.** Beginning as a barber in a little country town, Merrick grew up with the great industrial city of Durham, N. C., and developed his talents as a business builder as the city grew. From one shop he branched out into the owner of a chain of shops, later entered the field of manufacturing cosmetics, expanded into real estate development, and created a great city within a city. Merrick was one of the founders of the Mechanics and Farmers Bank, of which he was president for many years. He preached a doctrine of commercial cooperation among his people, with a result that Durham has more and greater colored businesses per capita than any other city in the country. He was one of the founders and first president of the great North Carolina Mutual Life Insurance Company.

**COL. CHARLES A. YOUNG, U. S. Army Officer.** One of the most outstanding careers of the United States Army was that of Col. Young, who despite every handicap and obstacle rose from the ranks. A West Point graduate, he saw active service in every type of army life up to the time of the World War. He served in the Indian Wars, the Spanish American War, the Philippine Insurrection, the Mexican Intervention in pursuit of Villa, and the development of the Indian Territories and states of the West. As a Lieut.-Col. he served as military instructor at Wilberforce. He went to Liberia as military aide and explored and mapped the African back country, served as a sanitary engineer, and built up the Liberian constabulary. Army prejudice refused him the opportunity to lead the Negro forces in the World War, and he was retired with the rank of Colonel, to return to Liberia, where he died as a result of his efforts in behalf of the government he had served all his life.

**PAUL LAWRENCE DUNBAR, Poet.** Called by the leading critics of the 1890's "The sweet singer of Ohio," Dunbar ranks as one of the leading poets of the United States. His use of dialect in poetry is still considered as classic, and is read and enjoyed as "folk poetry" wherever English is spoken. "Little Brown Baby," "When Malindy Sings," "When the Co'n Pone's Hot," and a host of others from his collected works have been set to music by outstanding composers and are sung on the concert stage by the finest voices of our time. Dunbar's poem, "When Sleep Comes Down to Soothe the Weary Eyes," is classed by the anthologist, Van Doren, as one of the finest lyric poems in the English language. He was a "people's" poet to the people of this country as Burns was a "people's" poet to the people of Scotland.



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## ● Hall of Fame

**RICHARD B. HARRISON, Actor.** As "De Lawd" in the play "Green Pastures" Harrison made history in the American Theater. Although widely known as an orator and lecturer throughout the country for a number of years, his real career did not begin until he was 65 years old and thrilled playgoers with his interpretation of the Diety. He played the part of "De Lawd" 2,064 times in a five-year run of the play, in the leading theaters of every city in the country. Audiences cheered and critics raved over his exquisite handling of such a delicate part. His death at a time when the play was reopening for a return engagement on Broadway was mourned all over the world. The play was compared by European critics with the hundred-year-old Passion Play of Oberammergau. Harrison is one of the great stars of all times.

**A. PHILLIP RANDOLPH, Labor Leader.** As organizer and first president of the Brotherhood of Sleeping Car Porters, A. F. of L., Randolph has served to give the Negro an independent voice in the councils of organized labor. He began his public career as editor and publisher of the famous Messenger Magazine. He became associated with many liberal activities, and ran as candidate for Secretary of State of New York on the Socialist ticket in 1924. In 1925 he began the work of organizing the Pullman Porters, and after a decade of patient and courageous work, beset by every difficulty, the Brotherhood is now recognized by the National Railway Board and the A. F. of L. as the official Union of the porters.

**LESTER A. WALTON, Diplomat.** Walton is now the U. S. Minister to Liberia and ranking Negro member of the diplomatic corps. He began his public career as a journalist, doing free-lance work for the leading newspapers and magazines of this country and England. He was long a staff writer on the old New York World, and was managing editor for the New York Age.

**T. K. LAWLESS, Medical Scientist.** Internationally recognized as an outstanding authority in the field of dermatology, Dr. Lawless is a member of the faculty of Northwestern University Medical School. He established a brilliant research record while doing graduate work in the leading medical schools in this country and Europe, and his reports appear frequently in the Journal of the American Medical Association and the Archives of Dermatology. In 1929, Lawless served as a member of the National Board of Medical Examiners, the highest examining board for doctors in the United States.

**E. SIMS CAMPBELL, Cartoonist.** At the age of 34 Campbell has the unique distinction of being at once a pioneer in the field of journalist art, and one of the most famous and popular of the humor

artists drawing in present day periodicals. His brilliant and beautiful cartoons dominate the famous Esquire magazine, on which he is a staff artist, and at the same time he does the art cartoon work for several big national advertising products. Campbell cartoons are now rated as collectors items, and he has drawn covers for a number of the big circulation weekly and monthly magazines. He has won several cartoon competitions, was a staff cartoonist on the New York Mirror daily newspaper, and is now seeking new laurels in the national poster field.

**ROBERT S. ABBOTT, Editor and Publisher.** The Chicago Defender stands as a living monument to the pioneer work of Abbott in the field of national journalism. From an humble beginning as a weekly newspaper in 1905, he built the Defender into a powerful journalist force with a national circulation to fight the battle of the Negro in all sections of the country. In addition to building a great national newspaper, Abbott accumulated a large fortune, and received many honors both in this country and abroad. He served with distinction on many city, state and national boards and commissions, and deserves credit for encouraging and helping many of the outstanding Negro business and professional men of today.

**ISAIH T. MONTGOMERY, Pioneer Community Builder.** Mound Bayou, Miss., stands as a living evidence to the ability of the Negro to plan, organize and execute in cooperation with his own, without the help or the guidance of a white hand. Montgomery and his associate, Benjamin Green, went into the Delta wilderness in 1887 and started from scratch to build a town and to develop the farming and business community around it with every plan and every bit of work done to be the work of Negroes. First three families felled the trees, built the cabins, cleared the land and began to raise crops. They were followed by other hardy pioneers who wanted a town of their own. The community grew, businesses were established, schools, churches, banks, cotton gins, were erected, all financed, planned and built by colored workers. Today it stands as a model community completely governed and run by black men, a tribute to the dreams and work of Montgomery and Green.

**BLANCHE K. BRUCE, U. S. Senator.** The only Negro to serve a full term as an elected member of the U. S. Senate, Bruce served with distinction at the Capitol from 1875 to 1881, as the junior senator from Mississippi. He was twice appointed Register of the U. S. Treasury, under Presidents Garfield and McKinley, and was appointed Recorder of Deeds for the District of Columbia by President Harrison. He was preceded as U. S. Senator from Mississippi by Hiram R. Revels, who filled one year of an unexpired term by appointment in 1870.



# A Message from **SEWELL & SONS, INC.**

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Property management is the most essential process in maintaining Real Estate at a high standard in any community.

Lack of good property management means a rundown physical condition, and therefore a greater depreciation of property and the neighborhood. The result is that the property which held the promise of a

good investment soon begins to shrink financially, eventually becoming a liability instead of an asset.

## **BUT**

not only do we use the successful principle of property management in maintaining at a high level our own Real Estate holding, but the same watchful care and earnest effort is given the holding of others.

## **OUR**

knowledge and experience have taught us what to do and when to do it. Come in and talk things over. Let us show you how we can serve you.

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complete FIRE INSURANCE BROKER PROTECTION.



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**4707 SOUTH PARKWAY**

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## ● Hall of Fame

**GEORGE W. CARVER, Scientist.** Carver, who ranks high among modern American chemists, is called the father of the new science of Chemurgy, industrial research for new uses for surplus farm products. He revolutionized the agriculture of the South by turning the farmers from a one-crop system of raising cotton, to engage in the raising of peanuts and sweet potatoes on a big scale, and then pioneered in chemurgy by discovering over 300 industrial uses for the lowly peanut, ranging from widely used plastic material, to an oil now used in the treatment of infantile paralysis. He likewise discovered over 140 industrial uses for the sweet potato. It is estimated that industrial products of an annual value exceeding \$250,000,000 are manufactured in the Southern states out of peanuts and sweet potatoes based upon discoveries made by the "Wizard of Tuskegee Institute." He received the Spingarn Achievement Award in 1923 for research in agricultural chemistry.

**MARIAN ANDERSON, "The Voice of the Century."** This was the title bestowed upon her by Toscanini when he heard her for the first time. The golden-throated contralto, whose musical career has been one of the most phenomenal of modern times, began as a choir girl, has now reached the pinnacle of success on the concert stage. She is one of the three ranking artists as "box office" draw, and is far and away the most popular concert artist in the world. Miss Anderson is to music lovers of this generation what Caruso was to the generation before 1914. She has her concert appearances booked three years in advance, has sung in every great capitol of Europe, South America, and the United States. She has sung command performances before the Kings of Denmark, Sweden and England, and has twice been soloist at the White House. Sibelius, the greatest living classical composer, dedicated his song "Solitude" to her, and she sang it at a great celebration in his honor in Finland. Miss Anderson was voted the most popular artist on the Northwestern University musical series and on the Ford radio Sunday Evening hour. She received the Spingarn Award for 1939 for her great musical triumphs.

**JEAN BAPTISTE POINT DeSABLE, Founder of Chicago.** Though antedating the period of Negro achievement celebrated by the Exposition, it is timely to remember that the host city, Chicago, was founded in 1779 by a black man. DeSable, a native of Haiti, was a pioneer explorer who pushed into the middlewestern wilderness to set up the first permanent settlement at the mouth of the Chicago River. As a trapper, trader, explorer and pioneer business man, DeSable opened a trading

post on the north bank of the river where the Chicago Tribune Tower now stands. Early historians of the section describe him as intelligent, capable, and a substantial businessman. Ill health caused him to sell his trading post in 1796 to LeMai, who in turn sold it later to John Kinzie, who for long was called the founder of the city. DeSable high school in Chicago is named in his honor.

**JESSE OWENS, Athlete Extrordinaire.** "The backbone of the American Olympic Team" was the title given to Owens by sports writers who saw him in action in Berlin in 1936. He won the 100 yard dash, the 220 yard race, the broad jump, and was anchor man on the 440 yard relays. In addition he established new world records in his three major events, which today still stand unbroken.

**JOHN R. LYNCH, Soldier and Statesman.** A career spanning the whole period of Negro advancement from Emancipation almost to the day of the Exposition was that of Maj. Lynch, who was born in slavery, served in the Civil War in the Union army, served first as a member, and then as Speaker of the House in the Mississippi state legislature in the days of the Reconstruction, and later as a member of the 43rd U. S. Congress. He was a lifelong force in the Republican party, as national committeeman from Mississippi, as a delegate to the party conventions, at one of which he served as temporary chairman, and at another of which he put the name of Wm. B. McKinley up for nomination. Maj. Lynch served as paymaster for the U. S. Army in Cuba and the Philippines during the Spanish War, and later at Washington with the rank of Major. Retired on pension in 1911, at the age of 64, when most men rest on their laurels, he began a new career as an attorney in Chicago, which was vigorous and brilliant. He continued as an active force in the community until his death in 1938 at the age of 93.

**PAUL R. WILLIAMS, Architect.** Winner of three national architectural design competitions, only Negro member of the American Institute of Architects, member of the Los Angeles City Planning Commission, and now the favorite designer of homes and estates for the stars of the moving picture colony at Hollywood, Paul Williams is an outstanding success as a building artist and business man. He was chosen by Ex-President Hoover, for whom he designed a summer home, as the man to direct the plans for the Negro Memorial to be erected in Washington, D. C. Williams has designed and erected twenty of the most beautiful and palatial fraternity and sorority houses bordering the University of California campus, designed and erected the palatial Rivoli Theater and Beach Hotel at Pasadena.



# 96% of the Ranges Sold in Chicago are MODERN GAS RANGES



*I bought a Modern  
Gas Range because  
it is FIRST in features  
that make good cooking*

## The Modern Gas Range is FIRST in SALES because IT'S FIRST in FEATURES!

● When you decide to buy a range remember these good reasons why 96 out of 100 buy Modern Gas Ranges:

1. The Modern Gas Range is First in Economy! It costs less to buy — costs less to use.
2. The Modern Gas Range is First in Speed! It does the fastest top-stove cooking ever known!
3. The Modern Gas Range is First in Flexibility! It gives any degree of heat instantly! There's no waiting for heat with a Modern Gas Range!
4. The Modern Gas Range is First in Beauty! Designers of national reputation created the Modern Gas Ranges.
5. The Modern Gas Range is unsurpassed in cleanliness, convenience and time-saving features. Just read the list below.

### Only The Modern Gas Range Has All These Features

**SELF-LIGHTING TOP BURNERS . . .** No matches to strike — No waiting — Any degree of heat, instantly!

**GIANT BURNER . . .** Self-lighting — Does fastest top-stove cooking ever known.

**AUTOMATIC OVEN HEAT CONTROL . . .** Assures exact oven temperature required — Ends "guess-work" baking!

**TRUE TEMPERATURE OVEN . . .** Speedily reaches desired temperature and maintains it!

**HEAVIER INSULATION . . .** Keeps oven heat in the oven!

**SMOKELESS BROILER . . .** Eliminates smoke, broils in double-quick time.

**MINUTE MINDER . . .** Calls you when cooking is done.

**AUTOMATIC CLOCK CONTROL . . .** Optional. Tends your cooking while you're away! A wonderful device that turns oven heat on-and-off in your absence!

### See it at your FAVORITE DEALER

Visit your neighborhood dealer or nearest Peoples Gas office for an inspection of the ranges that have been making sales history in Chicago. The Modern Gas Ranges have all the new conveniences for care-free, trouble-free cooking. In addition, they give you the proved economy that makes gas range cooking synonymous with thrifty housekeeping. Find out for yourself why dealers say, "The Modern Gas Range costs Less to buy, Less to use."

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# THE PEOPLES GAS LIGHT AND COKE COMPANY



# Chicago Museum of Science and Industry

## ● Preview of a great Chicago showpiece

Because of the generous contribution of the Rosenwald Foundation to the success of the Exposition, and because the Rosenwald Museum of Science and Industry is one of the most spectacular showplaces of Chicago, out-of-town visitors to the Exposition are urged to tour this museum while here.

By RICHARD LYON BROWN

We are told that just as soon as our simian forebears, frowning from tree crotches five hundred centuries ago, began to consider ways and means of combating the hostile world about them, they started something—the process of man's evolution on the earth. All right, then what happened?

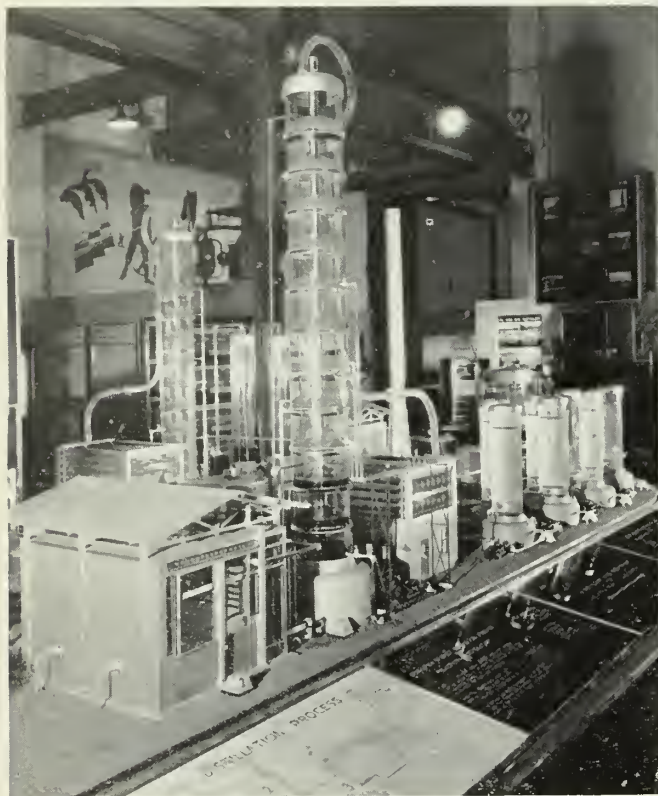
After the apes unhitched their tails from adjacent limbs and came down from the trees, how did we, their once-or-twice-removed cousins, make out? Did we succeed in grasping the world by the tail, after losing our own?

The reply to that is a fairly long story, to be sure, but of all dramas it is the most fascinating, and now in Chicago the whole show has settled down, in compact form, for a permanent run. The spectacular revelation of man's technical ascent over nature is to be presented to the public daily, beginning in a month or two, at the Museum of Science and Industry in Jackson Park. Step between the gallant bronze doors of the old Fine Arts Building and you will behold a bright, new, streamlined interior beckoning you to a nine-mile saunter to meet the cast of characters. At every hand, you are invited to take part in the performance, if you care to. Under the roof of this, one of the world's largest and most beautiful buildings, you may learn where we came from, and, technically speaking, how far we have come.

If "museum" suggests a moldy repository of contraptions that might have been scared out of a brushheap, you owe it to yourself to become better acquainted with this magnificent gift of Julius Rosenwald to his nation. These vast white halls are cheerful arenas of dramatic action, with light, motion and color—bells, smells and clatter. This is a



world of flickering charts and dioramas, of strange noises and still stranger sights, a remarkable collection of physical and chemical believe-it-or-nots. And most of them are put there for you to "monkey with"; everywhere are buttons and levers to push and pull to your heart's content. From behind forbidding factory walls, machinery has been gathered here and ingeniously put within handshaking dis-



**DISTILLATION PROCESS**

tance, introducing itself by mechanical means that anyone may operate. This is visual education brought to completion, and with the aid of the other senses, too, for you can not only see science blissfully at its work throughout the museum but you hear, touch, and, in some cases, smell it. Finally, what you absorb through these senses is supplemented by explanations given by competent demonstrators. Best of all, you appreciate the evolution of science—you find out where it came from and how it has transformed society since engineering began, to apply it intelligently to industry.

### **Try Some Magic**

How would you like to tinker with an exact reproduction of Faraday's electro-magnet (and its grandfather, its aunts, nephews, and nieces), or weigh the earth, or pan for gold, or sit and watch aluminum bowls float contentedly on the bosom of an invisible magic carpet, a carpet that may be easily illuminated for night travel? You can go down into a real coal mine, or walk upstairs and see a foundry in actual operation, or a steel mill making alloys and rolling strips. If you feel like blowing off

steam, you can grasp a lever and manipulate the surface of a miniature earth, forming continents, mountains and seas adjacent thereto.

Did you ever see silent sound, or hear a light without seeing it? Would you like to know how (and when) to strike oil, or see how they make brick and tile, or hear a mechanical man in a glass booth thirty feet in front of you who whispers over your shoulder? Do you want to see a diver cut steel with an underwater torch, or a man walk away from his shadow, turn around and shake hands with it, and then leave both shadows shaking hands with each other? Would you like to climb aboard the deck of a rolling ship and see how a gyroscope stabilizes the action? Did you ever see silkworms spinning in season, according to their own quaint union regulations? All these are ready for you at the Museum. Wouldn't that boy of yours like it, too?

Here is a pendulum that demonstrates the earth turns on its axis. Over there is an old mill stream operating a flour mill, and a wooden shoe shop from France, and a mammoth ear, large enough for a boardinghouse keeper. Here you can see a full-size rotary newspaper press in action, an ancient wood-turning establishment, part of the first transcontinental highway in America, a two-story steam hammer and a sizeable chunk of the world's first skyscraper. Here soon will be a miniature railroad covering 3,000 square feet of floor, complete with hayfields, whistle stops, tunnels, and oil derricks, with a Grand Canyon thrown in. Here is a transparent woman with interior lighting effect—what an opportunity to see through at least one of Eve's mysterious daughters!

Did you ever see a phosphate plant at work? Or a sugar refinery? Did you ever really understand how a combine works, or a whispering gallery, or cancer? Do you want to see the development of the human embryo in thirty stages? Or would you rather push a button that splits a modern automobile in two and starts its gears and pistons working?

All this is waiting for you at the Museum—and much more besides. This is a review of science now and in the world that was, workshops and testing-grounds of the present and of the past; and before your eyes is unfolded an unending object lesson in transition, from simple tools to complex, from club and axe to the photoelectric cell and television. You see the development of the steam engine (and a full-size cutaway of a locomotive running gear in action), you see electric power and lighting equipment from Brush's actual generator to Edison's first dynamo, and you may study the growth of water transportation, in four hundred or more models, from bark canoes to modern liners.

Here also in small scale, in authentic replicas, or in the original is the evolution of typewriters, sleep-

ing cars, sewer systems, musical instruments, highways and bridges, trolley cars, airplanes—even cities. Each piece takes its place in the story of man's peaceful conquest over nature, by land and by sea, and in the earth and air. Identical twins of historically vital pieces that are not available are fabricated with painstaking care in the museum workshops. The life-size replica of Stephenson's "Rocket" is more like the original locomotive than the "Rocket" itself, which now rests in an English museum and whose restored parts were not made entirely according to the inventor's drawings, as the Chicago replica was. The practical value of such a museum can readily be appreciated when one views the large number of exhibits that already have been donated by industry.

### Evolution of Mechanics

Each exhibit shows a step or a prolonged stage in the mechanical development of civilization, and the first impression to the visitor is that every discovery has a technical heritage as well as a number of oddly assorted offspring. You perceive how indebted are engineers, scientists and inventors to tradition. They may have groped and stumbled on



**ELECTRICAL DEMONSTRATION**

and off the right track countless times before they were able to assemble familiar principles into a new machine or revelation. Then it seemed that the world was awaiting their development, and when it was needed enough, it came into being. In retrospect, then, inventions and discoveries were always part and parcel of their own times, just as latter-day technical improvements belong economically and socially to ours.

This museum is particularly interested in that—the social interpretation of science, the knitting together of civilization by technology. Engineering and industry are interweaving human relationships and cultures to a degree undreamt of a century ago, and machinery plays a heavy role in politics, eco-

nomics, and international affairs. You will grasp the tremendous significance of that here, and you will see how the process has been speeded up in the last fifty years. Science is leading us rapidly from the world that was, and deeper and deeper into a more mutually influential environment. Thus science and its rich uncle, industry, are suggesting a better social structure for the future of the world.

So, perhaps for the first time, you recognize in one fell swoop what natural resources and engineering means to our everyday life—and what a lack of them meant in former days. Industry, shorn of "Do Not Touch" signs, becomes heroic—not only for its additions to our creature comforts and conveniences but as a stabilizing force of our civilization.

### New Picture of Business Man

Members of the oncoming generation will see the operations of pure research and turn away with a new conception of the businessman, the keeper of science. They will grow enthusiastic over the work of organized discovery that is nurtured and driven by the industrialists of America. In this museum, where truth is revealed in its related parts, industry lays itself bare, too, and the revelation should go a long way in explaining the significance of growth through free enterprise and the encouragement of inventive genius.

After a cursory browse among a few exhibits, the visitor begins to recognize that a technical museum lends itself in a peculiar way to logical arrangement. There is a plan to the exhibition area; it has been divided systematically into ten sequences, and you may start at the center of the building near the "table of elements" and cover the museum in a series of visits without having to double back. The impressive periodic table is, by the way, the world's only collection of all elements yet isolated (it has a bit of protoactinium, the only piece available).

Twenty or more full-time scientists are working in the building, some of them lecturing daily in exhibit booths or lecture halls. One air-conditioned hall seats 1,000 persons, another 300, and there are numerous smaller halls throughout the building. A rapidly growing scientific library is maintained in the museum, and it is gathering valuable and rare material.

When the doors of the building were first opened, early visitors found that the disintegrating Fine Arts Building had been completely reconstructed, that Indiana limestone had replaced the original stucco, heavy steel girders had been installed instead of the iron and wood trusses and columns of the former temporary structure, and the 600,000 square feet of floor space had been strengthened to accommodate 250 to 400 pounds per square foot for the heavy exhibits to come. On March 1, 1938,





● **JULIUS  
ROSENWALD**

the completed west pavilion of the building was opened, and here many exhibits, some of them from the Hall of Science of the Century of Progress, have been delighting thousands of school children and easing the burdens of their physics teachers.

**History's Success Stories**

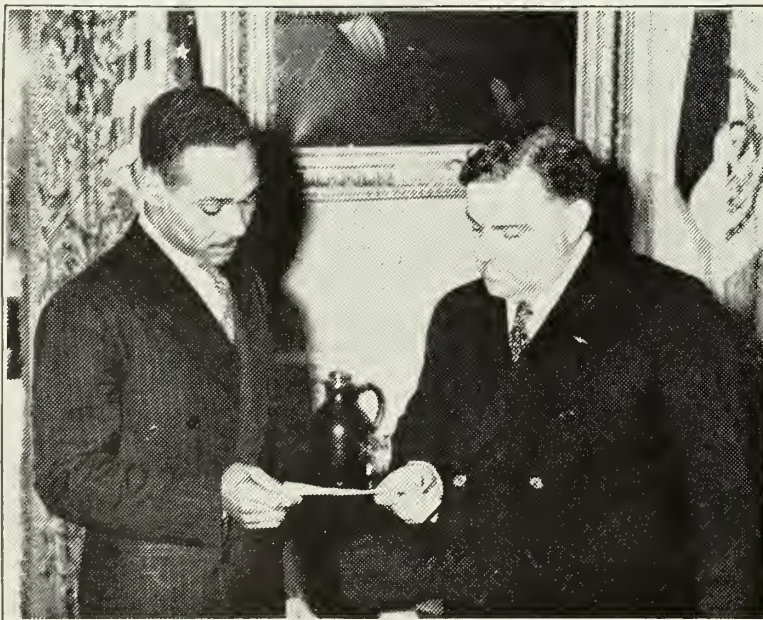
If romance is composed of success stories and happy endings, the Museum of Science and Industry is packed with it. Here are the works of men who took time to dream, to experiment, and match wits with each other and with the elements. These exhibits tell tales of sacrifice, despair, mystery, and disappointment—and of final victory. They carry

an inspiration to all who enter and depart, a brand new conception of this little man who wasn't there in the tree with his ape-ancestor, but who developed a mind that could overcome and put to work a cruel environment.

On the stainless steel walls just inside the entrance to the museum are eight bronze plaques, each portraying a Greek deity who protected one of the sciences. Apollo is there, god of sun, moon, and music, marine god and soothsayer; and Athene, goddess of agriculture, forestry and textiles; Hermes (the Roman Mercury), god of communication; Prometheus, who did what he could to help us set the world on fire; and Hephaestus (the Roman Vulcan), the metal-working god; Aesculapius, god of medicine; and Erechtheus, of transportation.

Greatest of all is Zeus, thunder-god and great avenger. As you leave the building, give Zeus a nod; try to draw him out. He has heard of the atom-smasher in the museum, the man-made lightning a few yards long, and of the other marvelous wonders within. On the opening day, it may be that he can hold back no longer. This is purely a surmise, but he may come down from the plaque, stride to the doors and throw them open. Then you will hear: "Hurry! Hurry! This is the most stupendous, colossal, exhibition of human skill and dexterity ever presented to gaze of the American people! Step right in, folks. It's all free!"

He may say that. If he does, he would be about right, at that.



● **La Guardia  
awards  
poster winner**

*Mayor La Guardia of New York shown awarding a check for \$100, first prize in the American Negro Exposition poster contest, to Robert S. Pious, Harlem artist, whose work was adjudged the best of more than 100 entries submitted at Exposition headquarters, 3632 South Parkway, Chicago. The New York mayor, who made the award in his offices at the city hall, has named a special commission to cooperate with the Exposition. The poster is reproduced on the front cover of this guide.*



# ● Story of the Exposition and Diamond Jubilee

(Continued from Page 8)

one-half ago on his signature and personal reference.

## Indorsed Heavily

The United Cooperative League of America has received thousands of letters of endorsement of their activities: The American Federation of Labor; Community Churches of America; the Federal Council of Churches of Christ in America, which has a membership of 22 million, social and civic groups, lodges and fraternal organizations with a membership of one million; the National Baptist Convention, Inc., former Governor Chandler of Kentucky; the Chicago Associated Chamber of Commerce; the National Red Caps Association, headed by Willard S. Townsend, one of the directors of the League; the Cook County Bar Association which assigned Attorney Henry C. Ferguson as general counsel to the League; and other organizations too numerous to mention. The League, through Mr. Washington, has received the hearty cooperation and support of the Colored local newspapers.

## Tough Grind

For five years prior to the release of funds appropriated by the State, Mr. Washington has borne all necessary expenses for the promotion of the Exposition which is to be held at the Coliseum, from July 4th to September 2nd, 1940; this was accomplished by making sacrifices and without financial assistance from the public.

Representative Charles J. Jenkins introduced the Bill for the appropriation and secured the support of the members of both houses of the Sixty-first session of the General Assembly in passage of the measure.

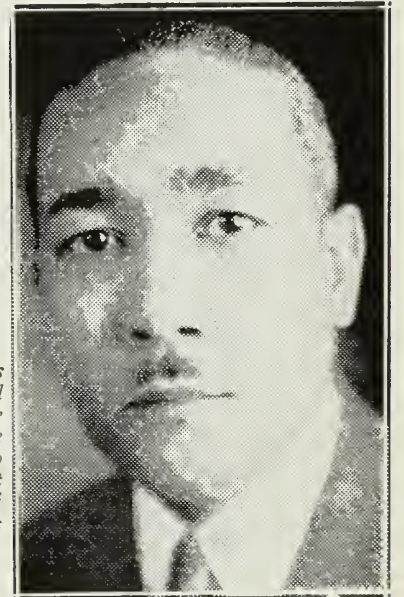


Leon L. Foster, photographer, shooting murals by W. E. Scott for display at the American Negro Exposition

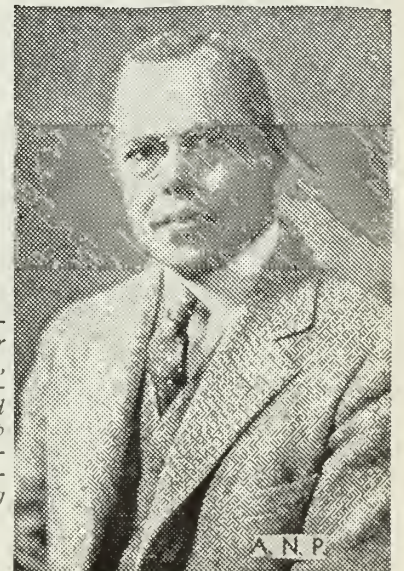
● Richmond Barthe, brilliant young sculptor whose work has been declared by art critics as among the finest modern sculptures, will have some of his work on exhibition in the art display at the Exposition.



● Herman E. Moore is the only colored Federal Judge, assigned to the district embracing the Virgin Islands. Prior to his federal appointment he held the position of secretary on the Illinois Commerce Commission.



● Emmett J. Scott, Assistant Secretary of War during the World War, and former Secretary-Treasurer of Howard University, will head up the Negro publicity division for the Republican party in the coming campaign.





A FORTRESS OF STRENGTH IN THE SHADOWS OF LIFE—AN INSTITUTION BUILT OF NECESSITY, BY MEN OF CHARACTER AND VISION—A DETERMINED GROUP THAT HAS BROUGHT IT TO ITS PLACE IN THE SUN.

## SAFE

BECAUSE IT OPERATES UNDER AND ACCORDING TO THE STRICT LAWS OF THE STATE OF ILLINOIS UNDER THE STRICT SUPERVISION OF THE DIRECTOR OF INSURANCE.

## SOUND

BECAUSE EACH OFFICER IS BONDED —THE MEN WHO GUIDE ITS DESTINY HAVE PROVEN THEIR ABILITY —STOOD THE TEST DURING THIS GREAT DEPRESSION—AND BROUGHT IT TO THE HIGH PLACE IT OCCUPIES IN THIS GREAT INDUSTRIAL CENTRE.

## DEPENDABLE

BECAUSE ITS SECURITIES ARE DEPOSITED WITH THE STATE DEPARTMENT OF INSURANCE FOR THE PROTECTION OF ITS MEMBERS—ITS SURPLUS IS INVESTED IN GOVERNMENT BONDS—AND EVERY JUST CLAIM THAT HAS BEEN PRESENTED HAS BEEN PROMPTLY PAID.

An Institution of Which All Chicago Is Justly Proud

**THE METROPOLITAN FUNERAL SYSTEM ASS'N.**

418 EAST 47th STREET

Phone Atlantic 3030

## ● Chicago—Your Host

(Continued from Page 30)

in volume of retail and wholesale trade, doing a total business of about \$6,000,000,000, with 44,382 retail stores and 6,462 wholesale outlets.

Chicago is a thriving international market. Its products find their way into the most remote places of the world. Chicago merchants, in turn, offer their customers those wares of foreign producers which, because of geographical peculiarities, climatic differences and racial skills, find preference here. Included are such items as the rugs of Persia, the spices of India, the laces of Ireland and the objects d'art of the Orient.

Chicago has become a port of entry and a port of call of transatlantic steamers. In Chicago the Treasury Department maintains a collector of customs as well as an excellent appraiser's store, housed in a splendid building of recent construction.

Of the thousands of items exported from Chicago the major classifications include agricultural implements and machinery, mining machinery and equipment, automobile accessories and parts, food products, grain, office appliances and equipment, chemicals, electric appliances and equipment, building materials and specialties, radios, and a wide line of specialty items.

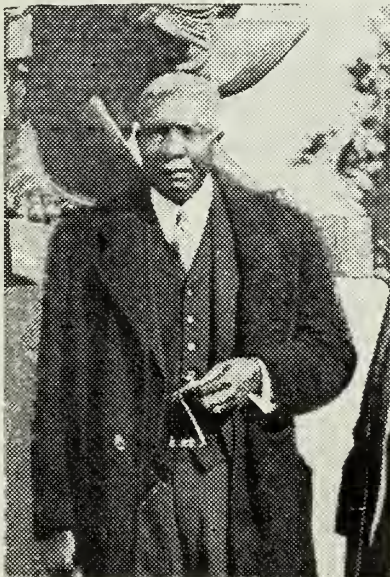
In former years a large volume of Chicago's export sales were transacted through export houses located at seaboard cities. Today, the trend is definitely in the other direction, and the majority of local exporters now handle their export sales from their general offices in Chicago.



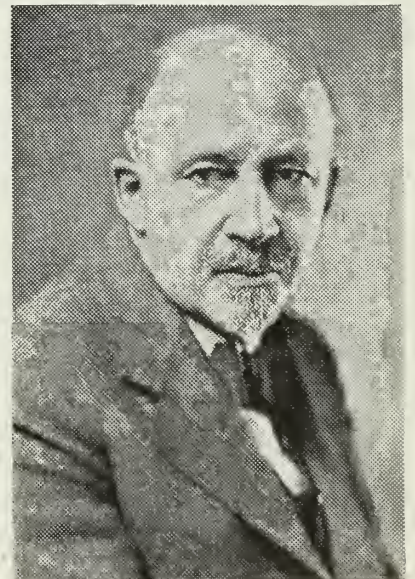
MARIAN ANDERSON

"The Voice of the Century"

(Read her biography in "Hall of Fame")



●  
RICHARD B.  
HARRISON



●  
DR. W. E.  
DuBOIS



*Compliments of*

# **PATRICK H. MOYNIHAN**

Republican Candidate for Congress

2nd CONGRESSIONAL DISTRICT

**ELECTION: November 5th, 1940**

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RESPECTED and REVERED



HARRIS & EWING

**A Loyal and True Friend of the American Colored People**





*Etta Moten, talented concert star and moving picture actress, is shown above as she congratulated Jesse Owens upon his triumphs as a track star in the last Olympic Games, which were held in Berlin, Germany. Owens was called the backbone of the American team.*



*Rev. L. K. Williams, pastor of the great Olivet Baptist church of Chicago, and president of the National Baptist Convention, will welcome the visiting thousands to the convention with a special service at his church.*



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Through Faithful Adherence to Its Ideal of  
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**Chicago, Illinois**

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**AMERICAN NEGRO**

For His Many

**ACHIEVEMENTS**

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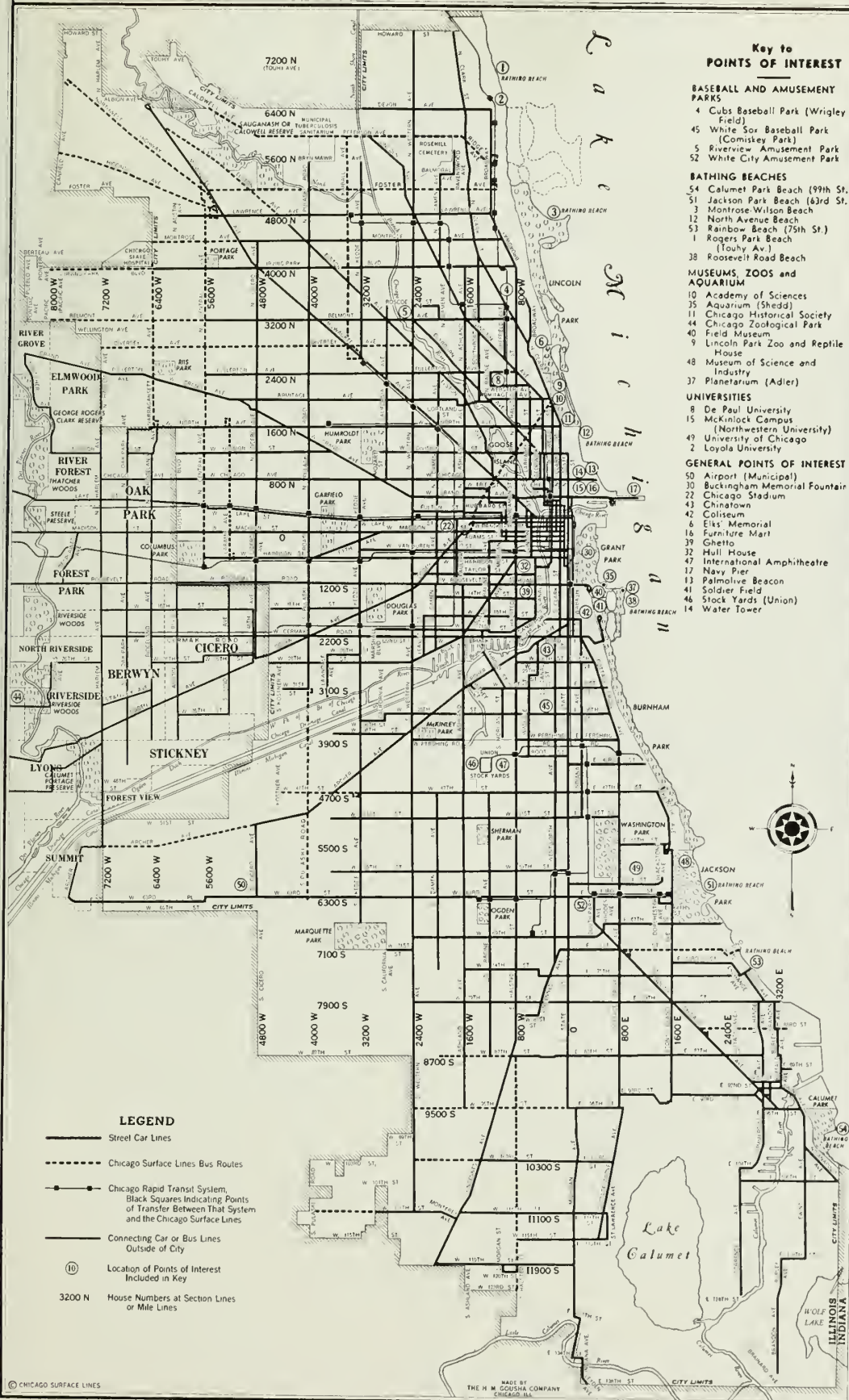
Take something home to remember your  
visit to the GREAT NEGRO EXPOSITION

**330 East 47th Street**  
(Corner of Calumet)

**Atlantic 0323**

# MAP OF CHICAGO'S POINTS OF INTEREST

Courtesy of CHICAGO SURFACE LINES



## Key to POINTS OF INTEREST

- BASEBALL AND AMUSEMENT PARKS**
  - 4 Cubs Baseball Park (Wrigley Field)
  - 5 White Sox Baseball Park (Comiskey Park)
  - 5 Riverview Amusement Park
  - 52 White City Amusement Park
- BATHING BEACHES**
  - 54 Calumet Park Beach (99th St.)
  - 51 Jackson Park Beach (63rd St.)
  - 3 Montrose-Wilson Beach
  - 12 North Avenue Beach
  - 53 Rainbow Beach (75th St.)
  - 1 Rogers Park Beach (Touhy Av.)
  - 38 Roosevelt Road Beach
- MUSEUMS, ZOOS and AQUARIUM**
  - 10 Academy of Sciences
  - 25 Aquarium (Shedd)
  - 11 Chicago Historical Society
  - 44 Chicago Zoological Park
  - 40 Field Museum
  - 9 Lincoln Park Zoo and Reptile House
  - 48 Museum of Science and Industry
  - 37 Planetarium (Adler)
- UNIVERSITIES**
  - 8 De Paul University
  - 15 McKinnock Campus (Northwestern University)
  - 49 University of Chicago
  - 2 Loyola University
- GENERAL POINTS OF INTEREST**
  - 50 Airport (Municipal)
  - 30 Buckingham Memorial Fountain
  - 22 Chicago Stadium
  - 43 Chinatown
  - 42 Coliseum
  - 6 Elks Memorial
  - 16 Furniture Mart
  - 19 Ghetto
  - 32 Hull House
  - 47 International Amphitheatre
  - 17 Navy Pier
  - 11 Palmolive Beacon
  - 41 Soldier Field
  - 46 Stock Yards (Union)
  - 14 Water Tower

- ### LEGEND
- Street Car Lines
  - - - Chicago Surface Lines Bus Routes
  - Chicago Rapid Transit System, Black Squares Indicating Points of Transfer Between That System and the Chicago Surface Lines
  - Connecting Car or Bus Lines Outside of City
  - ⑩ Location of Points of Interest Included in Key
  - 3200 N House Numbers at Section Lines or Mile Lines



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FOR MEN ONLY

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WILLIAM C. JOHNS,  
Manager.

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CHICAGO

**DRINK —**

# Keeley

**BEER — ALE**



For flavor, character and down-right goodness we suggest you try our exceptional quality beer and our satisfying "Ye Olde Inn Ale." Though extremely light, Keeley Beer has a palate fullness that is unsurpassed by any other beer.

**Always Fully Aged and Made Right to Taste Right**

CHARLES COLE, District Representative

**KEELEY BREWING COMPANY**

ESTABLISHED 1878

28th Street and Cottage Grove Avenue

Telephone Calumet 2030

Chicago, Illinois



**WINNINGHAM**

The Original

**Watermelon King**



KNOWN FOR THE FINEST MELONS THAT  
MONEY CAN BUY AT ALL TIMES



26 Years of Service in the Same Location

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ALL THE CONSTRUCTION WORK FOR  
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Dorothy Jackson

Edith Hawkins  
Bertha Woods Roberson  
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WALTERS SHOE STORE

SOUTH SIDE'S LARGEST AND MOST  
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LET

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Take Care of  
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LINGERIE  
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HOSIERY

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from

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Thirty-First and Federal Streets

Progress has also been made here—  
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and feel perfectly safe that a home at-  
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TONY'S TAVERN and be convinced.

# FIFTEEN NEGRO EMPLOYEES

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You Are Cordially Invited to Visit Our Store  
For Information on Any Electric Service or Appliances

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DEMAND

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PARKER HOUSE  
Bologna, Liverwurst, Souse,  
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Sold in Chicago, Evanston, Robbins, and East St. Louis, Illinois. Indianapolis and Gary, Indiana, St. Louis, Missouri. Detroit, Michigan. Pittsburgh, Pennsylvania. Washington, D. C. Brooklyn, New York, and New York City.

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## RITZ HOTEL

Most Beautiful—Every Room with Bath  
MOST COMPLETE HOTEL SERVICE

Special Weekly Rates

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The Very Best on Chicago's South Side  
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For Comfort and Security at the Exposition

### **The Avalon Hotel**

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### **The Harmonia Hotel**

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Offer you clean and comfortable rooms for transient and permanent guests.

Running water, house telephones, private baths. Complete, efficient, courteous hotel service at all times.

**Rates—\$1.00 Transients—\$6.00 Weekly**

Visit the Harmonia Grill in the Harmonia Hotel. Fine Foods prepared by a Famous Chef.

**Breakfast, Luncheon and Dinner Served  
SANDWICHES**

**Fried Chicken and Tender Juicy Steaks a Specialty**

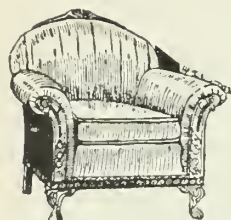
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PARLOR SUITES AND CHAIRS  
OF ALL KINDS



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REPAIRING  
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Forms close July 15th

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**MARGUERITA WARD'S**  
*Powder Blending Room*

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MARGUERITA WARD, Prop.

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PURVEYORS of FINE MEATS and PROVISIONS

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PICKLED CORN-BEEF and TONGUES

HAVE SERVED THE SOUTH SIDE

**FOR 15 YEARS**

625 EAST 43rd STREET

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Chicago, Illinois



Heads Up For the AMERICAN NEGRO EXPOSITION

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Old Photos Enlarged, Copied and Made New

We Have a Line of the Latest Style Frames

We Specialize in Conventions, Real Estate Developments, Summer Resorts and Landscapes

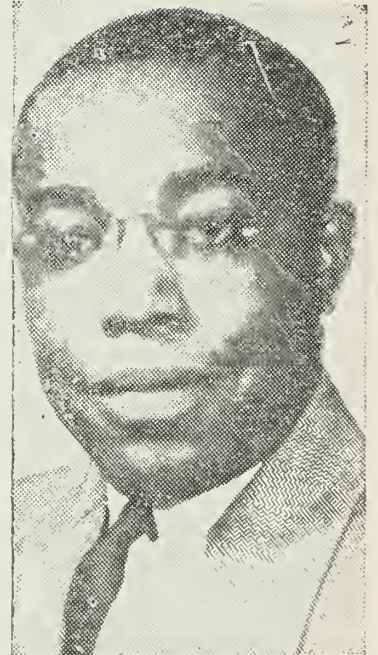
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The Lake View Dairy is an institution worthy of your confidence and patronage, a reputation established through years of service, honesty and dependability.

Lake View Products are government inspected and conform with all the requirements of the Milk Association — PURE pasteurized milk. A courteous Lake View driver will respond to your call.



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VISITORS ARE ALWAYS WELCOME

AT

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2 stores



CREDIT CLOTHING and JEWELRY

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FLORAL DESIGNS A SPECIALTY

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COMPLIMENTS OF

# E. BAKER & CO.

REAL ESTATE

LOANS AND INSURANCE

NOTARY PUBLIC

417 East 63rd Street

Normal 1630

## MOUNT GLENWOOD THE CEMETERY BEAUTIFUL

Mount Glenwood is the very spot you would select for the last resting place of your loved ones if you were to see its natural beauty. Make it a point to visit it any Sunday.

### TO REACH MOUNT GLENWOOD—

Take a South Suburban Safety Bus at 47th Street and South Parkway. By auto—South on State Street to end of 127th Street, then east to Indiana Avenue direct to cemetery gate.

OFFICE: 5 East Garfield Blvd. Normal 1718

All Visitors are welcome to "SIMON'S" most beautiful Shoe Store on the South Side. We carry the best grades of SHOES that money can buy in all the best advertised brands. Sizes for men—5 to 15 AAA to EEE, and women—3 to 11 AAAA to EEE.

EXPERT SHOE FITTING

## SIMON'S SHOE STORE

(At the "L")

308 East 47th Street

The Original and Only Simon's—Nn Connection  
with Any Other Store.

# WHY BURR OAK WAS ORGANIZED

BURR OAK CEMETERY was organized by public spirited colored citizens who felt that the burial facilities for our race in Chicago needed improvement.

As a community development designed to improve community life, BURR OAK has given employment to both skilled and unskilled colored workers.

BURR OAK is being built by people who expect to be buried in it. They are making it truly "Chicago's Most Beautiful Cemetery."

*Supreme Liberty Life*  
BUILDING

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**Burr Oak**  
*CHICAGO'S MOST BEAUTIFUL*  
**Cemetery**

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All the natural Vitamins that make Milk the World's Finest All Around Food for men, women and children are found in

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30 Drivers Delivering 1,000,000 Qts. a Year

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M. BUTLER, Mgr.



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WELCOMES YOU

340 East 47th Street

3020 South State Street



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## BROWNRIGG'S TAVERN

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WINES, LIQUORS and BEER

For An Enjoyable Evening of Entertainment  
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Every Thursday Night is Our  
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FRIDAY NIGHTS PRIZE NIGHTS  
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For ten years we have given courteous service to a  
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20 Years of Satisfactory Service

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Popular Prices

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FINEST WINES,  
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**LYDIA'S SCHOOL**

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**BEAUTY CULTURE**

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Only Newer Methods Taught

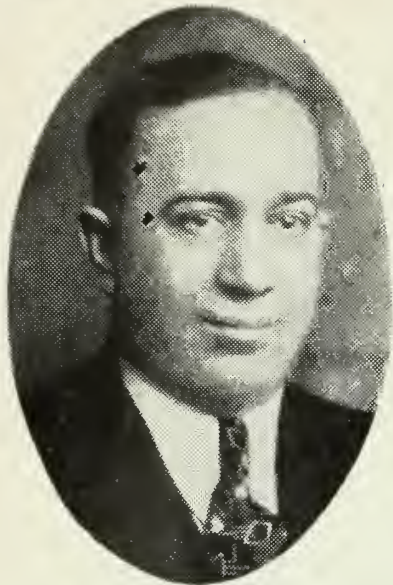
**HAIR STYLING OUR SPECIALTY**

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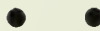
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Be well dressed with the Best.  
Men's and Ladies' Clothing on the  
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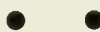
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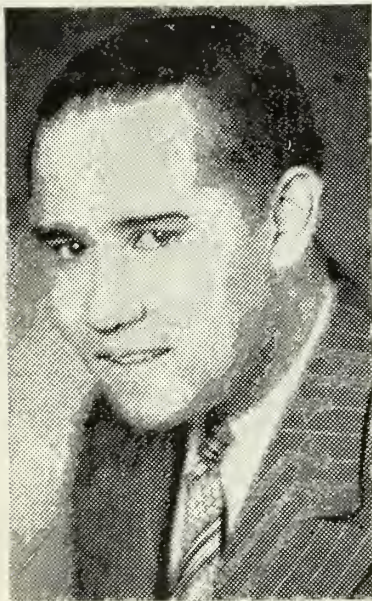
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# Can You Spare A Moment For A Lonesome Pup?



*Congratulations!* It shows that you find enjoyment in simple things... happiness in being friendly. It reflects a mind relaxed to enjoy the pleasant things of life. Neighbors and even strangers are quick to recognize and applaud your attitude... friends are sure to cherish it. You're not only living life, you're smoothing the way of life for others.

\* \* \*

Can Budweiser contribute to your way of living? Indeed! It has been the symbol of better living for nearly a century. Budweiser offers you companionship when you're alone... fellowship when among friends... and a flourish to the hospitality that graces your home.

*Live Life... Every golden minute of it... Enjoy Budweiser... Every golden drop of it*

**ANHEUSER-BUSCH**  
Makers of the  
World-Famous Beer...

# Budweiser

TRADE MARK REG. U. S. PAT. OFF.



TRADE MARK OF  
ANHEUSER-BUSCH, INC.  
ST. LOUIS, MO., U. S. A.

**WE MAKE THIS CAP TEST:** Look in Budweiser's bottle cap. A thin aluminum disc in every one. Many laboratory tests have proved that the disc provides a perfect seal and prevents air and cork particles from entering the beer. Another expense—but Budweiser's goodness must have every protection we can give it.

**YOU MAKE THIS TEST:** Drink Budweiser for five days. On the sixth day try to drink a sweet beer. You will want Budweiser's flavor thereafter.





*A Brand New Bonnet  
with a Blue Ribbon on it!*



## **By Request . . .**

*The Silk Blue Ribbon once again  
graces the Pabst bottle*

• Like the grand old song everyone remembers, are the fond recollections of the silk Blue Ribbon on the famous Pabst bottle. And now, by popular request, the actual ribbon is back. Once more it graces the famous Pabst Blue Ribbon bottle. It's the Badge of Quality that says you really know beer . . . a sign of Good Taste at your table . . . and more satisfying refreshment for you! Remember—in beer there's *only one* Blue Ribbon Brand.

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**Pabst**  
**BLUE RIBBON**  
**Beer**

**NOW AVAILABLE FROM COAST TO COAST**





